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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD



UNIVERSITY OF SOUTHERN
CALIFORNIA,

Opposer,

v.

UNIVERSITY OF SOUTH CAROLINA,

Applicant.

Opposition No. 125,615

Serial No. 75/358,031

Mark: SC (Stylized)

Filed: September 16, 1997

Published: May 18, 1999

10-15-2003

U.S. Patent & TMO/TM Mail Rpt Dt. #22

OPPOSER'S MOTION FOR SUMMARY JUDGMENT

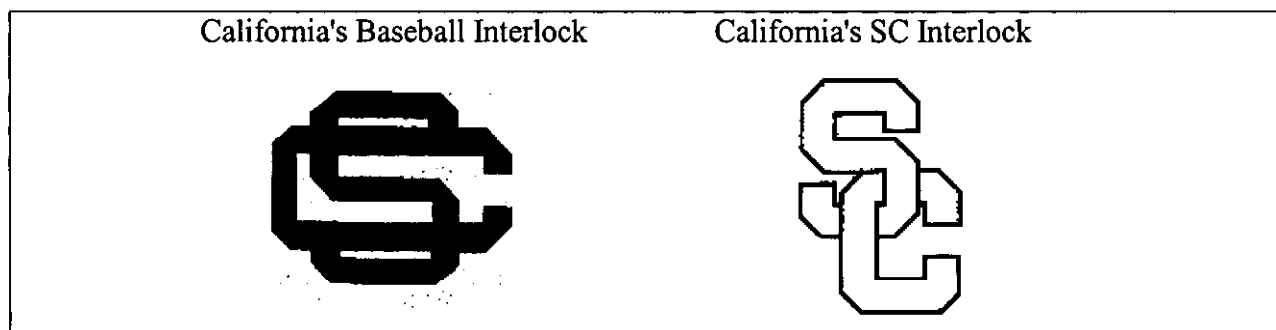
I. INTRODUCTION

Opposer and moving party University of Southern California ("California") has long marketed a wide range of goods around the nation under its well-recognized SC mark. During the relevant time periods, California's goods have always included hats, T-shirts, and shorts. In support of its marketing of such goods, California in 1990 applied for a federal trademark registration for the SC as a word-mark. That registration issued in 1994 as Registration No. 1,844,953, and that registration is valid, subsisting, and incontestable.

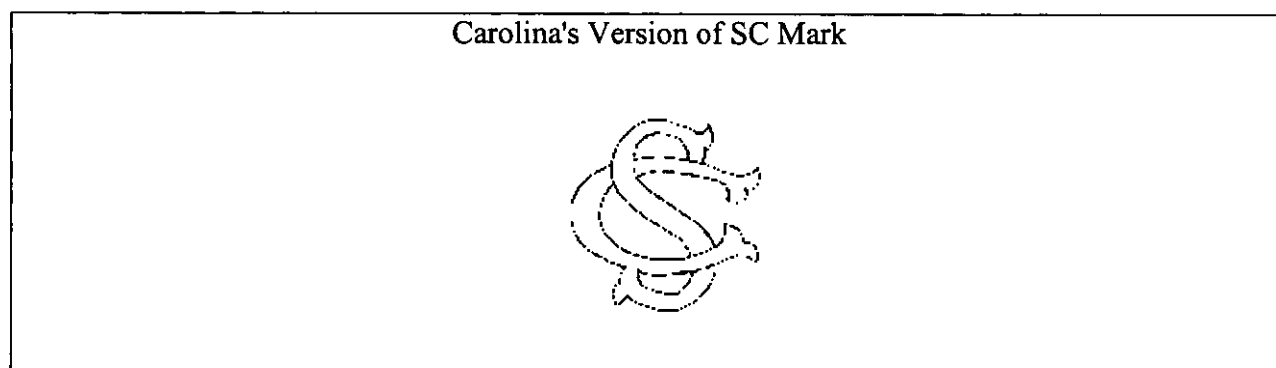
California presents its SC mark to the public in a variety of ways. In addition to a plain SC presentation, California since 1994 has used at least two stylized forms of the SC mark in connection with its SC-branded clothing. Those two stylized forms include an SC design mark consisting of overlapping collegiate-block letters (for which California has secured Registration

No. 2,683,137), and an SC design mark consisting of overlapping antique-style letters.

California refers to these two versions of the SC mark as the "SC Interlock" and the "Baseball Interlock" respectively, and they are represented below:



Beginning much more recently, the University of South Carolina ("Carolina") has sought to begin using a variant of California's SC mark for use on hats, baseball uniforms, T-shirts, and shorts. In Application No. 75/358,031, Carolina proposes to register a mark for a subset of the goods sold by California, using a mark which is a subset of California's incontestable word-mark. Such actions would clearly constitute an infringement on California's incontestable word-mark. In addition, Carolina's proposed mark would also infringe California's pre-existing stylized versions of its SC mark. Carolina's claimed first-use date, in January 1, 1997, is years after California's established first-use dates for its SC word mark and the specific stylized forms of that mark. Carolina's version of California's SC mark is also represented below:



Under these circumstances, there is no question but that Carolina's use of a version of the SC mark is creating and will create a likelihood of confusion with California's established SC mark. Carolina's mark is identical to California's established, incontestable word mark, it is used on identical goods, and it is sold through similar or identical channels of trade to similar or identical customers. No issues of fact exist, and consequently this Board should grant summary judgment to California on California's opposition to Carolina's application.

II. FACTUAL BACKGROUND

A. California Has Marketed a Variety of Goods Under the SC Mark Since At Least 1988

Although the books and records at the University of Southern California demonstrate uses of the SC mark on goods going back a number of decades, California for the purposes of this motion will rely on its registrations issued by this Office and upon the declaration of Elizabeth A. Kennedy, California's Director of Trademarks and Licensing Services ("Kennedy Decl." or "KD"). As Ms. Kennedy's tenure at the University of Southern California began in 1988, (KD ¶ 2), the personal experience upon which California relies for this motion goes back only as far as 1988. Such evidence is more than sufficient in light of Carolina's claimed first use date of 1997.¹

¹ For the purposes of this motion, California did not seek to demonstrate uses before 1988 because such earlier uses are irrelevant in light of the fact that Carolina does not claim a first use date before 1997. California not only notes that it began using the SC mark significantly earlier than 1988, but it also expressly reserves the right to present evidence of such earlier use in the event any such evidence were to become relevant for any reason.

As discussed in greater length below, California has used its SC mark on a wide variety of goods since at least 1988. (KD ¶¶ 14-15.) These goods include the very goods that Carolina seeks to register in this proceeding. (*Id.* ¶ 14.)

1. California's Goods Include Hats, T-shirts, and Shorts Since 1988, 1988, and 1991 Respectively

As Ms. Kennedy explains in her declaration, and as this Board can see from the attached catalogs demonstrating a sampling of products offered by the University of Southern California between 1988 and the present, California's offerings under the SC mark have included hats and T-shirts for at least as long as Ms. Kennedy has been at the University of Southern California. (KD ¶ 14; Exs. F1 – F11). California has offered shorts under the SC mark since at least as early as 1991. (KD ¶ 14, Ex. F3).

2. California Has a Valid, Subsisting, and Incontestable Trademark Registration for Its SC Word-Mark

California's right to use the SC mark is also confirmed by California's federal registration for the SC word mark. That registration, Federal Registration No. 1,844,953, issued in July of 1994 and is valid, subsisting and incontestable.² Among the items covered by that Registration are T-shirts and Sweatshirts in International Class 25. (KD ¶ 5 and Ex. A).

3. California Markets to Collegiate Sports Fans Through the Internet, Catalogs, and Sporting Goods Stores

California and its licensees market goods bearing California's SC mark to collegiate sports fans through a variety of different channels. California has marketed through its own

² California notes that Carolina previously attempted to cancel this incontestable word-mark. This Board entered judgment on that cancellation attempt in favor of California and against Carolina by Order dated July 31, 2003.

catalog and through various brick-and-mortar retail stores since at least 1988. (KD ¶¶ 16, 19 and Exs. F1 – F11). California and its licensees have also marketed to collegiate sports fans through internet retail stores since at least 1996. (KD ¶ 19).

In addition to any expenditures by its many licensees, California spends more than \$40,000 annually advertising its goods (including those goods under the SC mark). (KD ¶ 12). As a result of California's fame, California has sold more than \$5 million dollars worth of goods each year for the last decade, with more than \$10 million dollars in sales in recent years. (*Id.* ¶ 13).

B. California Has Marketed Such Goods Under the Stylized "Baseball Interlock" Since At Least 1988

Among the styles of the SC mark that California has used, California has consistently used the "Baseball Interlock" style of its SC mark in connection with the sale of various goods. (KD ¶ 17 and Exs F1 – F11). Those goods include shirts and hats, which are two of the items that Carolina seeks to register in this proceeding. (*Id.*).

C. California Has Also Marketed Such Goods Under the Stylized "SC Interlock" Since At Least 1994

Since at least 1994, California has also marketed goods under the "SC Interlock" version of its SC mark. (KD ¶ 18 and Exs. F4 – F11). Those goods include hats, shirts, and shorts. (KD ¶ 18.)

In connection with its marketing using the "SC Interlock" version of the SC mark, California has secured Federal Registration 2,683,127 in connection with that version of its SC mark. (KD ¶ 5 and Ex. C.) That registration reflects a first use in commerce date for the "SC Interlock" design of 1994. (Ex. C). Among the items explicitly covered by that registration are T-shirts, shorts, baseball shirts, hats, caps, sport caps, and visor caps. (*Id.*).

D. Carolina's Application Seeks to Register a Variant of the SC Mark for Goods Identical to Those Already Sold by California

Carolina's application in this matter seeks to register its version of California's SC mark for use with "clothing, namely, hats, baseball uniforms, T-shirts and shorts."

As discussed above, these items are identical to items that California already markets under California's SC mark.

E. Carolina Uses Similar or Identical Channels of Trade to Sell to Similar or Identical Customers

Carolina sells its products through exactly the same channels of trade as California. (KD Decl. ¶¶ 19-30 and Exs. G-J). Those channels of trade include various sporting goods stores and Internet sporting goods retailers. (*Id.*).

III. ANALYSIS

A. Standard for Summary Judgment

Rule 56 provides "the principal tool [] by which factually insufficient claims or defenses [can] be isolated and prevented from going to trial." *Celotex Corp. v. Catrett*, 477 U.S. 317, 327, 106 S. Ct. 2548, 2555, 91 L. Ed. 2d 265, 276 (1986). Once an issue of summary judgment has been properly raised, the burden shifts to the opposing party to produce admissible evidence to demonstrate the existence of a triable issue of fact. *Opryland USA Inc. v. Great American Music Show, Inc.*, 970 F.2d 847, 850 (Fed. Cir. 1992). Moreover, the evidence must not only create an issue of fact, it must create an issue of fact on a relevant topic. Summary judgment is proper in spite of a factual dispute, if the factual dispute would not affect the resolution of the suit under the governing law. *Anderson v. Liberty Lobby, Inc.*, 477 U.S. 242, 248, 106 S. Ct. 2505, 2510, 91 L. Ed. 2d 202, 211 (1986).

B. Standard for Finding a Likelihood of Confusion

In evaluating a summary judgment motion based on likelihood of confusion, the Board first evaluates the question of priority as a preliminary matter. In this case, there is no issue of priority because California has a valid, subsisting, and incontestable registration that was issued before Applicant's alleged first-use date. *See King Candy Co. v. Eunice King's Kitchen, Inc.*, 496 F.2d 1400, 182 U.S.P.Q. 108, 110 (C.C.P.A. 1974).

Next, the Board evaluates the probative factors bearing on likelihood of confusion, as identified in *In re E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 U.S.P.Q. 563 (C.C.P.A. 1973). As noted in the *du Pont* decision itself, each of the factors from case to case may play a dominant role. *Id.*, 476 F.2d at 1361, 177 U.S.P.Q. at 567; *see also In re Dixie Restaurants, Inc.*, 105 F.3d 1405, 1406-07 (Fed. Cir. 1997). In general, however, the fundamental inquiry for evaluation of a likelihood of confusion will be "the cumulative effect of differences in the essential characteristics of the goods and differences in the marks." *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1099, 192 U.S.P.Q. 24, 29 (C.C.P.A. 1976).

C. Carolina's Application Clearly Presents a Likelihood of Confusion

1. The Marks At Issue Are Identical

As discussed above, California has used its SC mark in connection with the sale of goods for well over a decade. California has used that SC mark in both a block form and in various stylized forms, including the Baseball Interlock and the SC Interlock.

In comparing two marks, the Board looks to the appearance, sound, and connotation of the two marks. The test is not whether the marks can be distinguished when subjected to a side-by-side comparison, but whether the marks are sufficiently similar in terms of their overall commercial impression that confusion as to the source of the goods offered under the respective

marks is likely to result. See, e.g. *Granpa Pidgeon's of Missouri, Inc. v. Borgsmiller*, 477 F.2d 586, 177 U.S.P.Q. 573, 574 (C.C.P.A. 1973); *Envirotech Corp. v. Solaron Corp.*, 211 U.S.P.Q. 724, 733 (T.T.A.B. 1981). Moreover, where Opposer's mark is registered as a word mark in typed form, the Board does not consider stylizations of the marks but simply considers whether the applicant's proposed mark could conflict with any reasonable representation of Opposer's registered mark in typed form. *Jockey Internat'l, Inc. v. Mallory & Church Corp.*, 25 U.S.P.Q. 2d 1233, 1235-36 (T.T.A.B. 1992); *Phillips Petroleum Co. v. C.J. Webb, Inc.*, 442 F.2d 1376, 170 U.S.P.Q. 35, 36 (C.C.P.A. 1971).

In this case, California's SC registration is for the mark SC in typed form. As such, the Board considers it "unrestricted as to stylization," *Jockey*, 25 U.S.P.Q.2d at 1235, and Carolina's proposed stylized SC is considered nothing more than a subset of California's established registration. For the purposes of this proceeding, Carolina's proposed mark is clearly identical to California's valid, subsisting, and incontestable mark.

Moreover, even if the Board were to consider the stylizations of various forms of the mark, it is clear that Carolina's proposed stylization is confusingly similar to the Baseball Interlock and SC Interlock that California had used for many years before Carolina adopted its new SC mark. As such, this first *du Pont* factor addressing the similarity of the marks is strongly in favor of California and clearly demonstrates that the Board can rule against this Application as a matter of law.

2. The Goods Are Identical

California's incontestable registration explicitly covers T-shirts and sweatshirts in Class 25. In addition, California's registration for its SC Interlock stylization covers clothing and explicitly specifies T-shirts, sweatshirts, shorts, baseball shirts, hats, caps, sport caps, and visor

caps in Class 25. Beyond the registrations themselves, it is indisputable from the Kennedy Declaration and the various catalogs attached thereto that California has used its SC mark on these goods since before Carolina alleges its first use of the SC mark.

In evaluating an opposition, this Board should find sufficient similarity of goods even if the parties are not offering exactly identical goods, so long as the consuming public might expect an applicant's goods to come from the same source as the registrant's goods. *Monsanto Co. v. Enviro-Chem Corp.*, 199 U.S.P.Q. 590, 595-96 (T.T.A.B. 1978); *In re International Telephone and Telegraph Corp.*, 197 U.S.P.Q. 910, 911 (T.T.A.B. 1978). In this case, however, California has done more than show mere similarity. California has shown that it has continuously marketed exactly the goods for which Carolina seeks this registration. Under these circumstances, Carolina's application must be rejected and this motion granted.

3. The Channels of Trade and Customers Are Identical

Because the similarity of the marks and the similarity of the goods are the heart of the inquiry into likelihood of confusion, the fact that the marks are both identical and are used on identical goods should resolve this matter without the need to engage in further consideration of the remaining *du Pont* factors. To the extent that the Board reviews the additional factors, however, they also point in favor of summary judgment for California.

As a matter of law, because the goods in the application are legally identical to the goods identified by the opposer in opposer's registration, the goods are deemed to travel in the same channels of trade to the same purchasers. *In re Smith and Mehaffey*, 31 U.S.P.Q.2d 1531, 1532 (T.T.A.B. 1994). Even if the law did not create that presumption, however, the facts would compel the same result in this matter. As demonstrated in the Kennedy Declaration, Carolina's

merchandise and California's merchandise do travel in the same channels to the same purchasers.

This factor likewise compels a finding in favor of California.

4. The Remaining Factors Likewise Either Favor Summary Judgment or Are Neutral

Of the remaining *du Pont* factors, at least four favor California: fame of the prior mark, variety of uses for the prior mark, the extent of potential confusion, and conditions of sale. California has used its SC mark for decades, and the SC mark is a central component of its annual sales that exceed \$10 million dollars.³ California has used the mark on a very wide variety of collegiate goods, and there is a significant risk of substantial confusion for purchasers seeking California merchandise who may be misled into purchasing Carolina's SC-labeled merchandise. Finally, because the items at issue are relatively low-cost items, they are likely to be "impulse" buys without careful consideration.

The remaining factors do not affect summary judgment. For example, although California has not presented evidence of actual confusion, the absence of evidence of consumer confusion will not preclude summary judgment. *Trek Bicycle Corp. v. Alyx Fier*, 56 U.S.P.Q.2d 1527, 1530 (T.T.A.B. 2000). Moreover, although California has attempted without success to negotiate a resolution with Carolina, California has not delayed in challenging the use of the mark.

In short, an evaluation of the matters under Section 2(d) and the *du Pont* factors clearly demonstrates that this matter should be decided as a matter of law, and that this Board should rule in California's favor.

³ In addition to the goods, California notes that it uses the SC mark in connection with its nationally recognized athletics teams, including its top-10 ranked football team.

IV. CONCLUSION

For the reasons discussed above, this Board should grant summary judgment in favor of California's Opposition.

Dated: October 15, 2003

Respectfully submitted,

GIBSON, DUNN & CRUTCHER, LLP

A handwritten signature in dark ink, appearing to read "Scott A. Edelman", is written over a horizontal line.

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Attorneys for Opposer

University of Southern California

Reference no. 93107-00125

Opposition No. 125,615

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing **OPPOSER'S MOTION FOR SUMMARY JUDGMENT** was placed in the United States mail, first class, postage prepaid, addressed to the following on this 15th day of October, 2003.

John C. McElwaine
Matthew D. Patterson
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Mandy Robertson-Bora

CERTIFICATE OF EXPRESS MAILING UNDER 37 § CFR 1.10

I hereby certify that on October 15, 2003, the attached **OPPOSER'S MOTION FOR SUMMARY JUDGMENT** (re Opposition No. 125,615) is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to:

BOX TTAB – NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202


Mandy Robertson-Bora

EU872990536US
Express Mail Label Number

Enc. Postcard receipt
Reference no. 93107-00125

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U.S. Patent & TMO/TM Mail Rpt Dt. #22

DECLARATION OF ELIZABETH A. KENNEDY

IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT

I, ELIZABETH A. KENNEDY, declare as follows:

1. The facts set forth below are of my own personal knowledge unless otherwise indicated, and if called upon to testify, I would and could testify competently to those facts.
2. I currently hold the position of Director of Trademarks and Licensing Services for the University of Southern California ("Applicant" or "California"). I have held this position since October of 1988.
3. As part of my responsibilities as Trademark Licensing Director for the last decade and a half, I have been in charge of USC's management and enforcement of certain intellectual property rights, including those arising from its ownership of various federally registered trademarks ("California Registered Marks") and California trade names (collectively "California IP.") In this capacity, I oversee the use of the California IP in connection with various goods and services by the University of Southern California itself and by the licensees of the University of Southern California.
4. Among other responsibilities as Trademark and Licensing Director, I oversee quality control for merchandise produced by licensees of the California IP. We maintain strict quality control over such licensees, requiring that licensees submit samples of goods they propose to market under the scope of their licenses. We also require that licensees provide reports to California about the extent of their sales in connection with the California IP.
5. The California IP includes Federal Registration No. 1,844,953 for the SC word mark, as well as specific stylized forms of that SC word mark. A true and correct copy of Registration No. 1,844,953 reflecting the SC word mark is attached hereto as Exhibit A. Included among the specific forms of the SC mark is the form that we call the "SC Interlock," which is Federal Registration No. 2,683,137, and the form we call the "Baseball Interlock." A

true and correct copy of Registration No. 2,683,137 reflecting the SC Interlock is attached hereto as Exhibit B, and a true and correct depiction of the Baseball Interlock is attached hereto as Exhibit C.

6. As a result of my responsibilities as described above, I am familiar with the extent and use of the California IP in connection with the marketing and sale of merchandise for the last decade and a half. As discussed in more detail below, California and its licensees have used its SC mark continuously during that period. During this time, California and its licensees have used a number of versions of the SC mark.

7. The most straightforward form of the "SC" mark is simply the use of the letters "SC" without any particular stylized adornment. California has regularly used the "SC" mark in this form on merchandise.

8. In addition, I am informed and believe that California has consistently used the Baseball Interlock form of the SC mark on merchandise since at least 1976. From my own experience beginning in 1988, I have direct personal knowledge that California has consistently used the Baseball Interlock form of the SC mark on merchandise at least since 1988.

9. Moreover, I know from personal knowledge that the University of Southern California has also used the SC Interlock form of the SC mark on merchandise since at least 1994. The SC Interlock form of California's SC mark is used not only on the exterior of products to identify their source, but has also been used on the labeling of products since at least 1997. Attached hereto as Exhibit D is a true and correct copy of a catalog page from the 1997 California catalog showing the use of the SC mark on both the exterior and the labeling of various products, including hats, T-Shirts, and baseball jerseys.

10. While the basic SC mark, the Baseball Interlock, and the SC Interlock are the most regularly used versions of the SC mark, they are not the only versions of the SC mark that California has used and/or continues to use for merchandise. Attached hereto as Exhibit E1-E4 are true and correct copies of catalog pages demonstrating the use of various other versions of California's SC mark during the period that I have been working for the University of Southern California.

11. Through its own actions and the actions of its licensees, California has used and continues to use the California IP (including the SC mark) on a wide range of items ("California Merchandise"). Apart from advertising done by its licensees, California has extensively promoted and advertised California Merchandise throughout the United States through various channels, including retail stores, the Internet, and direct-mail catalogs.

12. While California does not track its advertising or sales by individual trademark, I know that California's promotion of the California Merchandise includes a heavy emphasis on goods marketed under the SC mark. In each of the last ten fiscal years, California has spent at least \$40,000 per year on advertising California Merchandise.

13. Partly as a result of California's strict quality control and advertising, sales of California Merchandise has been very significant. For each of the last ten fiscal years, such sales have exceeded more than \$5 million dollars and have recently exceeded more than \$10 million dollars per year.

14. Over the last fifteen years, I have personal knowledge that California has consistently used its SC mark on the following merchandise (which are items subject to the application of the University of South Carolina).

Products	Period of Commercial Use
Hats (including baseball caps, visors, knit caps, bucket hats, etc.)	at least as early as 1988 through the present
T- Shirts	at least as early as 1988 through the present
Shorts	at least as early as 1991 through the present

15. Over the last fifteen years, I have personal knowledge that California has also used the SC mark on at least the following merchandise, which are in addition to the merchandise identified in the application of the University of South Carolina:

Products	Period of Commercial Use
Shirts other than T-shirts (including sweatshirts, polo shirts, pullovers, tank tops, dress shirts, etc.)	at least as early as 1988 through the present
Jackets, Coats, Sweaters, and Ponchos	at least as early as 1988 through the present
Sweatpants	at least as early as 1989 through the present
Other Apparel (including socks, ties, baby booties, baby clothes, aprons, slip on shoes, etc.)	at least as early as 1988 through the present
Toys, Games, and Sporting Goods (including stuffed animals, puppets, toy cars and trucks, playing cards, dominoes, footballs, basketballs, goofballs, golf bags, golf clubs, etc.)	at least as early as 1988 through the present
Umbrellas and Carrying Cases (including backpacks, duffel bags, tote bags, garment bags, etc.)	at least as early as 1988 through the present

Products	Period of Commercial Use
Pennants, Banners, Flags, Towels, and Blankets	at least as early as 1988 through the present
Buttons, Decals, Key Chains, License Plate Frames, Commemorative Coins.	at least as early as 1988 through the present
Ceramics, Glassware, and Sports Bottles (including drinking glasses, shot glasses, ceramic mugs, glass mugs, etc.)	at least as early as 1994 through the present
Indoor/Outdoor Items and Decorative Items (including wood statues, ornaments, seat cushions, door mats, neon lights, canopy chairs, folding chairs, BBQs, etc.)	at least as early as 1997 through the present

16. As I mentioned above, California markets this merchandise through various channels of trade, which include catalogs directly from the University of Southern California. Each year, California's bookstore creates a catalog that includes representative samples of the California Merchandise being sold that year. As part of my duties, I review such catalogs during the year in which they are created. Attached hereto as Exhibits F1-F11 are true and correct copies of the relevant pages of the bookstore catalogs from 1988 to 2003 demonstrating representative samples of the merchandise sold by California under the SC mark.

17. During the last fifteen years, I have personal knowledge from having seen the products that California has used the Baseball Interlock form of the SC mark on at least the following merchandise:

Products	Period of Commercial Use
Hats (including baseball caps and visors)	at least as early as 1988 through the present
Jackets	at least as early as 1989 through the present
Shirts (including T-shirts and baseball jerseys)	at least as early as 1993 through the present

18. During the last fifteen years, I have personal knowledge from having seen the merchandise that California has used the SC Interlock form of the SC mark on at least the following products:

Products	Period of Commercial Use
Hats (including baseball caps, visors, knit caps, bucket hats, etc.)	at least as early as 1994 through the present
Shirts (including T-shirts, sweatshirts, polo shirts, pullovers, baseball shirts, baseball jerseys, tank tops, dress shirts, etc.)	at least as early as 1994 through the present
Jackets, Coats, Sweaters, and Ponchos	at least as early as 1994 through the present
Shorts and Sweatpants	at least as early as 1996 through the present
Other Apparel (including socks, ties, booties, baby clothes, aprons, slip on shoes, etc.)	at least as early as 1996 through the present
Toys, Games, and Sporting Goods (including stuffed animals, toy cars and trucks, playing cards, dominoes, footballs, basketballs, golf balls, golf bags, golf clubs, etc.)	at least as early as 1994 through the present
Umbrellas and Carrying Cases (including backpacks, duffel bags, tote bags, garment bags, etc.)	at least as early as 1994 through the present
Pennants, Banners, Flags, Towels, and Blankets	at least as early as 1994 through the present
Decals, and Key Chains.	at least as early as 1994 through the present
Ceramics, Glassware, and Sports Bottles (including drinking glasses, shot glasses, ceramic mugs, glass mugs, etc.)	at least as early as 1994 through the present
Indoor/Outdoor Items and Decorative Items (including wood statues, ornaments, seat cushions, door mats, neon lights, canopy chairs, folding chairs, BBQs, etc.)	at least as early as 1997 through the present

19. In addition to marketing through catalogs, California and its licensees market the California Merchandise through various Internet stores and sporting goods stores throughout the country. For my entire decade and a half working at the University of Southern California, California and its licensees have marketed the California Merchandise through various sporting goods stores around the country. California and its licensees have also marketed the California Merchandise over the various Internet stores beginning at least as early as 1996.

20. Applicant University of South Carolina ("Carolina") also markets goods bearing its marks ("Carolina Merchandise") through various Internet stores and sporting goods stores.

21. It is my experience that the California Merchandise and the Carolina Merchandise are often sold through exactly the same channels of trade. For example, there are numerous retail and Internet stores that specialize in sports or college-related goods. It is my experience that most such stores feature California Merchandise, and many of them also now feature Carolina Merchandise.

22. One such company with more 450 retail locations and an Internet site is Hat World, Inc. Hat World operates the Lids, Hatworld, Hatzone, and Capfactory retail stores, as well as the www.hatworld.com Internet site. In my experience, the goods available on the Hat World Internet site are reflective of the goods available in the various retail stores operated by Hat World.

23. During the time this Opposition has been pending, I have periodically reviewed the www.hatworld.com site. I have consistently found that hatworld.com offers California Merchandise along with Carolina Merchandise.

24. Attached hereto as Exhibit G is a true and correct copy of a recent printout from the hatworld.com website showing its offerings of California Merchandise. As you can see by a

review of the exhibit, one of the items of California Merchandise bears California's Baseball Interlock.

25. It is my experience that Hat World or its predecessors in interest have offered California Merchandise since at least January 1997.

26. Attached hereto as Exhibit H is a true and correct copy of another recent printout from the hatworld.com website showing its offerings of Carolina Merchandise. As you can see by a review of the exhibit, at least one of the items of Carolina Merchandise bears Carolina's variant of California's SC mark.

27. Another of the many companies offering California Merchandise and Carolina Merchandise is The Sports Authority, which currently operates more than 350 retail stores in the United States as well as an Internet site at www.thesportsauthority.com. During the time this Opposition has been pending, I have periodically reviewed the www.thesportsauthority.com website. I have consistently found that The Sports Authority offers California Merchandise along with Carolina Merchandise.

28. Attached hereto as Exhibit I is a true and correct copy of a recent printout from the website for The Sports Authority showing some of its offerings of California Merchandise. As you can see by a review of the exhibit, one of the items of California Merchandise bears California's Baseball Interlock.

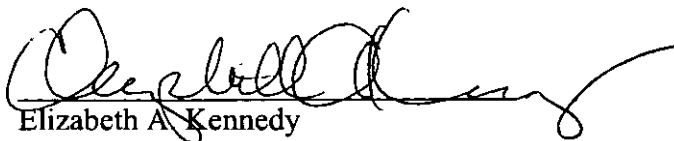
29. It is my experience that The Sports Authority has consistently offered California Merchandise bearing some form of California's SC mark since at least January 1997.

30. Attached hereto as Exhibit J is a true and correct copy of another recent printout from the website for The Sports Authority showing some of its offerings of Carolina

Merchandise. As you can see by a review of the exhibit, at least one of the items of Carolina Merchandise bears Carolina's variant of California's SC mark.

31. Although the presentations of the various merchandise in the hatworld.com and Sports Authority websites are organized by school, not all internet retailers are that organized and many fewer brick and mortar retailers are that organized. As a result, I have experienced both Internet stores and retail stores in which Carolina Merchandise was not clearly separated from California Merchandise. In such situations, only the marks on the respective products could be used to differentiate the source of the products.

I declare that the foregoing is correct under penalty of perjury of the laws of the United States of America. Executed in Los Angeles, California on October 14, 2003.


Elizabeth A. Kennedy

Reference no. 93107-00125

exh A



Int. Cls.: 6, 18, 24, and 25

Prior U.S. Cls.: 3, 13, 25, 28, 39, 41, 42, and 50

United States Patent and Trademark Office

Reg. No. 1,844,953

Registered July 12, 1994

**TRADEMARK
PRINCIPAL REGISTER**

SC

UNIVERSITY OF SOUTHERN CALIFORNIA
(CALIFORNIA CORPORATION)
UNIVERSITY PARK
LOS ANGELES, CA 90089

FOR: KEYRINGS OF NON-PRECIOUS METALS; DECORATIVE EMBLEMS OR PLATES OF NON-PRECIOUS METAL, FOR ATTACHMENT TO AUTOS; ART WORK STATUARY OF NON-PRECIOUS METALS, ALL GOODS BEING OFFERED AND SOLD TO PERSONS THROUGH UNIVERSITY AUTHORIZED CHANNELS OF TRADE, IN CLASS 6 (U.S. CLS. 13, 25, 28 AND 50).

FIRST USE 0-0-1926; IN COMMERCE 0-0-1978.

FOR: UMBRELLAS, HAND LUGGAGE, TOTE BAGS, LUGGAGE; NAMELY, TOTE BAGS, HAND LUGGAGE, GARMENT BAGS FOR TRAVEL, AND SMALL TRAVELING BAGS FOR OVERNIGHT TRIPS, FANNY PACKS, TOILETRY BAGS SOLD EMPTY, BRIEFCASES, BACK PACKS, ALL GOODS BEING OFFERED AND SOLD TO PERSONS

THROUGH UNIVERSITY AUTHORIZED CHANNELS OF TRADE, IN CLASS 18 (U.S. CLS. 3 AND 41).

FIRST USE 0-0-1926; IN COMMERCE 0-0-1987.

FOR: TOWELS, BLANKETS, CLOTH PENNANTS, AND CLOTH FLAGS, ALL GOODS BEING OFFERED AND SOLD TO PERSONS THROUGH UNIVERSITY AUTHORIZED CHANNELS OF TRADE, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 0-0-1926; IN COMMERCE 0-0-1987.

FOR: SWEATSHIRTS AND T-SHIRTS, ALL GOODS BEING OFFERED AND SOLD AT UNIVERSITY-CONTROLLED OUTLETS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 0-0-1926; IN COMMERCE 0-0-1987.

SN 74-094,681, FILED 9-5-1990.

KATHERINE STOIDES, EXAMINING ATTORNEY

Exh B

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.



A handwritten signature in dark ink, appearing to read "James P. Hughes".

Director of the United States Patent and Trademark Office

Int. Cls.: 12, 16, 18, 21, 24, 25, 28, 35 and 41

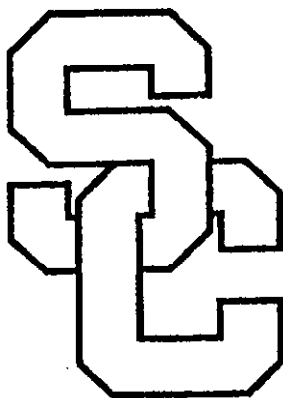
Prior U.S. Cls.: 1, 2, 3, 5, 13, 19, 21, 22, 23, 29, 30, 31, 33, 35, 37, 38, 39, 40, 41, 42, 44, 50, 100, 101, 102 and 107

Reg. No. 2,683,137

United States Patent and Trademark Office

Registered Feb. 4, 2003

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER



UNIVERSITY OF SOUTHERN CALIFORNIA (CALIFORNIA NON-PROFIT CORPORATION)
UNIVERSITY PARK
ADM 352
LOS ANGELES, CA 900895013

FOR: METAL FRAMES FOR METAL LICENSE PLATES; AND METALLIC CAR EMBLEMS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: DECALS; FOLDERS; 3-RING BINDERS; PERSONAL ORGANIZERS; CALENDARS; PENCILS; PENS; ERASERS; PENCIL SHARPENERS; PEN OR PENCIL HOLDERS; DESKTOP BUSINESS CARD HOLDERS; NOTE PAPER; WRAPPING PAPER; PAPER NAPKINS; AND PAPER TABLE-CLOTHS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: UMBRELLAS; LUGGAGE, NAMELY, TOTE BAGS, HAND LUGGAGE, GARMENT BAGS AND OVERNIGHT BAGS; SHOE BAGS FOR TRAVEL; FANNY PACKS; TOILETRY BAGS SOLD EMPTY; BRIEFCASES; BACKPACKS; DUFFEL BAGS; WAL-

LETS; BUSINESS CARD CASES; LUGGAGE TAGS; ANIMAL LEASHES; AND DOG COLLARS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: PORCELAIN AND GLASS MUGS; CUPS; DRINKING GLASSES; SHOT GLASSES; COMMEMORATIVE AND DECORATIVE PLATES; COASTERS; PAPER PLATES; THERMAL INSULATED CONTAINERS FOR FOOD OR BEVERAGE; PORTABLE BEVERAGE COOLERS; PLASTIC SPORTS BOTTLES SOLD EMPTY; AND PET BOWLS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: TOWELS; STADIUM BLANKETS; CLOTH PENNANTS; AND CLOTH FLAGS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: CLOTHING, NAMELY, T-SHIRTS, SWEAT-SHIRTS, POLO SHIRTS, WARM-UP SUITS, JACKETS, RAIN PONCHOS, SWEATERS, JERSEYS, TANK TOPS, SHORTS, SPORT SHIRTS, BASEBALL SHIRTS, BASKETBALL JERSEYS, GOLF SWEA-

TERS, NIGHT SHIRTS, BOXER SHORTS, SOCKS, HATS, CAPS, SPORT CAPS, VISOR CAPS, BEANIES AND TIES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: SPORTING GOODS, NAMELY, BASEBALLS, FOOTBALLS, GOLF BALLS, GOLF TEES, GOLF BAGS, PUTTERS, GOLF CLUB COVERS, RACKET COVERS, FLYING DISCS, AND FOAM FINGERS; ARCADE-TYPE ELECTRONIC VIDEO GAMES; PLAYTHINGS, NAMELY, PLUSH TOYS, AND RIDE-ON TOYS; PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: ON-LINE RETAIL STORE SERVICES FEATURING MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, FOOTWEAR, HATS, ACCESSORIES,

SPORTING GOODS, GIFTS AND NOVELTY ITEMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

FOR: ENTERTAINMENT SERVICES, NAMELY, CONDUCTING ATHLETIC COMPETITIONS; ORGANIZING INTERCOLLEGIATE, COMMUNITY AND NATIONAL SPORTING AND CULTURAL EVENTS; SPORTS INSTRUCTION; AND PROVIDING MUSICAL, BAND, DANCE, THEATRICAL AND DRAMATIC PERFORMANCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1993; IN COMMERCE 0-0-1994.

OWNER OF U.S. REG. NO. 1,844,953.

SER. NO. 76-374,729, FILED 2-22-2002.

CHRISTINE COOPER, EXAMINING ATTORNEY

Requirements for Maintaining a Federal Trademark Registration

SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

- i) At the end of 6 years following the date of registration.
- ii) At the end of each successive 10-year period following the date of registration.

Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.

SECTION 9: APPLICATION FOR RENEWAL

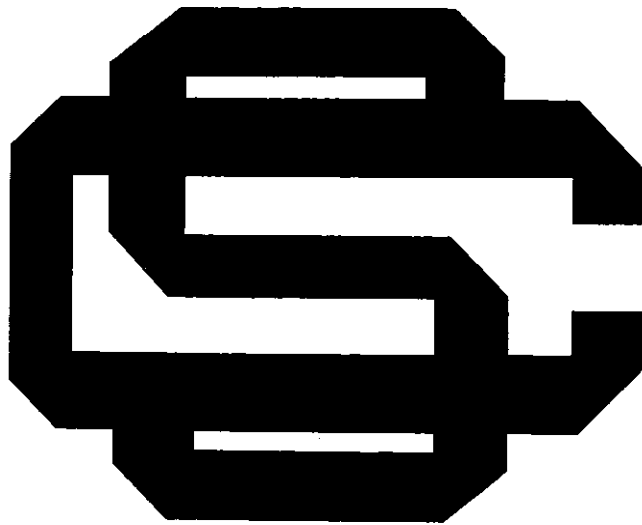
The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. §1059, at the end of each successive 10-year period following the date of registration.

Failure to file a proper Application for Renewal at the appropriate time will result in the expiration of the registration.

No further notice or reminder of these requirements will be sent to the Registrant by the Patent and Trademark Office. It is recommended that the Registrant contact the Patent and Trademark Office approximately one year before the expiration of the time periods shown above to determine the requirements and fees for the filings required to maintain the registration.

Exh C

Baseball Interlock



Exh D



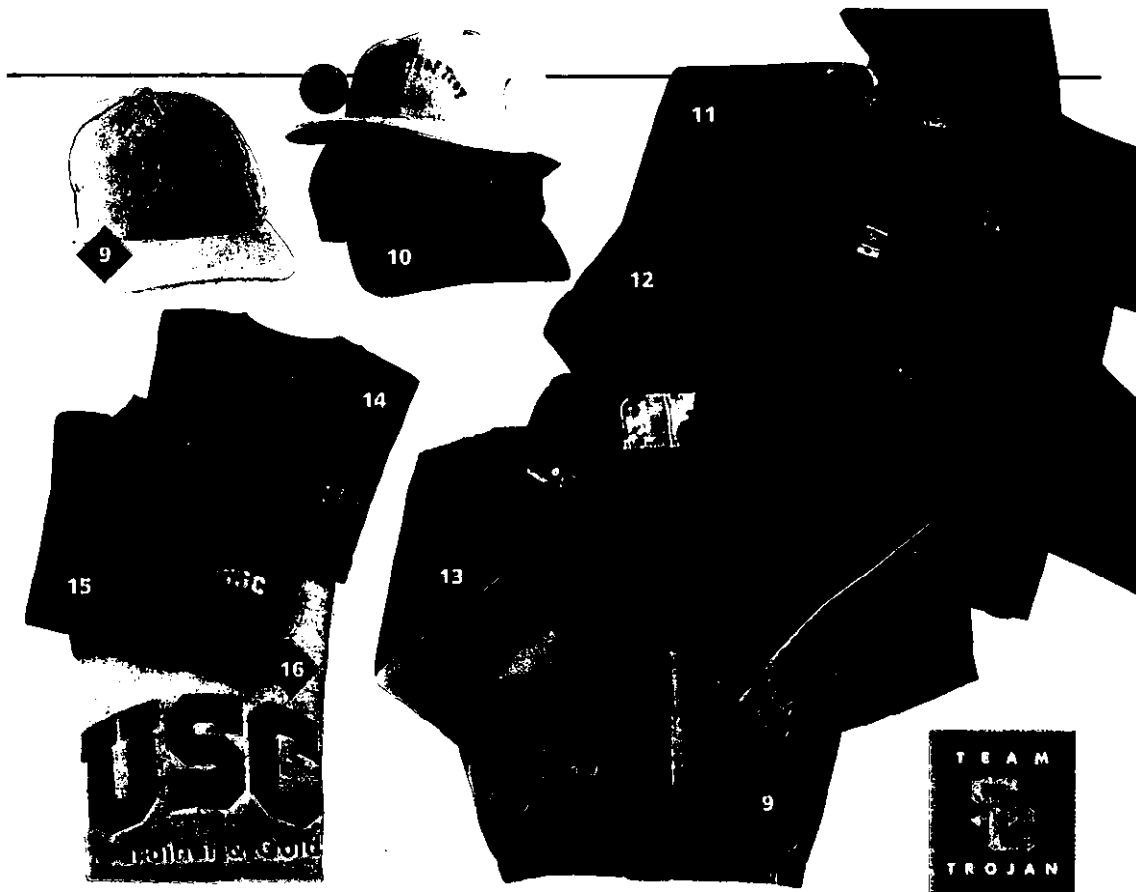
THE *Spirit*
TROV

1997 Catalog

USC

UNIVERSITY
OF SOUTHERN
CALIFORNIA

University Bookstores



13 Another exclusive special for USC Cardinal & Gold members only. 100% cotton jacket from Gear for Sports features snap enclosures at wind collar, ribbed bottom and on exterior pockets. Fully lined, plus zippered inside pocket. Rich olive over tan with cardinal and gold logo. S-M-L-XL-XXL. **\$89.95**

14 Members only! USC Cardinal & Gold insignia on a cardinal 100% cotton tee shirt with the Team Trojan logo on the sleeve. S-M-L-XL-XXL. **\$23.95**

15 Polo shirt for USC Cardinal & Gold members only. In cardinal, with two-button self-lined placket. S-M-L-XL-XXL. **\$39.95**

16 Exclusively for Cardinal & Gold Members, an ash gray sweatshirt from Team Trojan with USC Cardinal & Gold applique proudly displayed across the front. S-M-L-XL-XXL. **\$49.95**

17 Button-front baseball jersey in 100% cotton in natural with cardinal sleeves and Trojans applique. From Team Trojan. S-M-L-XL. **\$59.95**

18 Cotton/poly easy care sweatshirt with distinctive Team Trojan logo on sleeve and SC on front. Black, ash gray or cardinal. S-M-L-XL-XXL. **\$39.95**

19 Team Trojan tee shirt in 100% cotton with cardinal and gold SC. Black, white, oxford or cardinal. S-M-L-XL-XXL. **\$23.95**

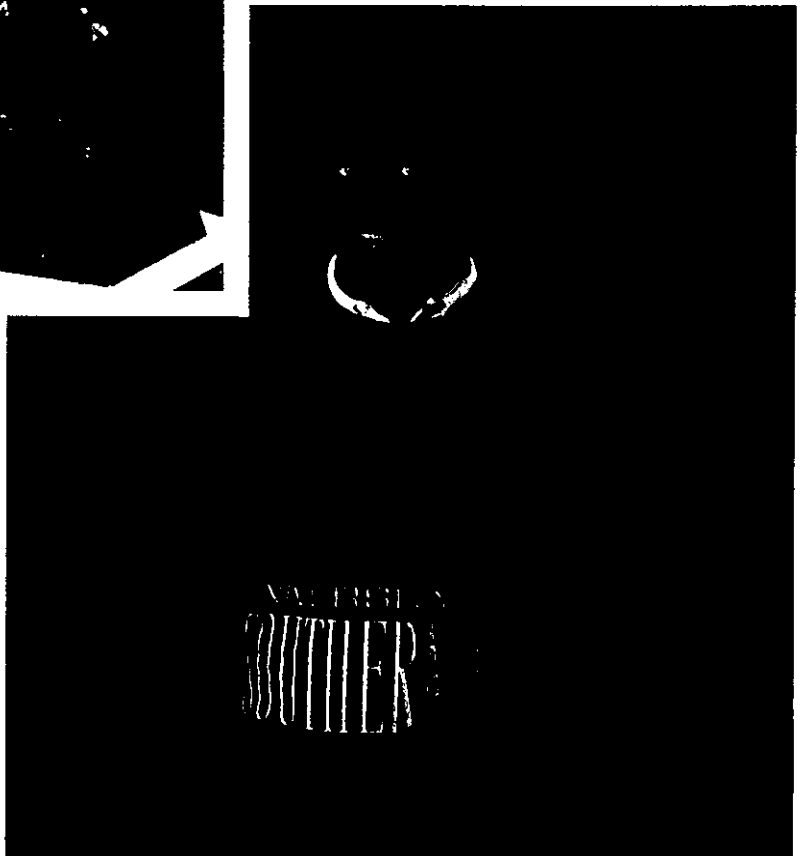
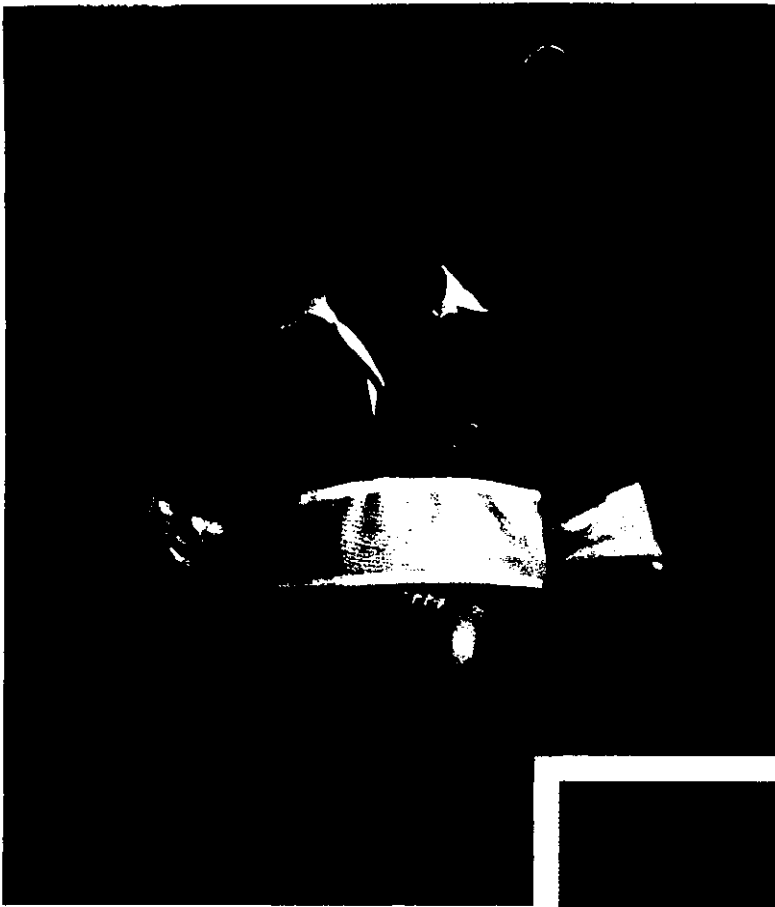
20 Classic polo shirt in 100% cotton knit features relaxed fit, two button placket, knit collar and the Team Trojan logo on the sleeve. Black, white, oxford or cardinal. S-M-L-XL-XXL. **\$36.95**



GxhE



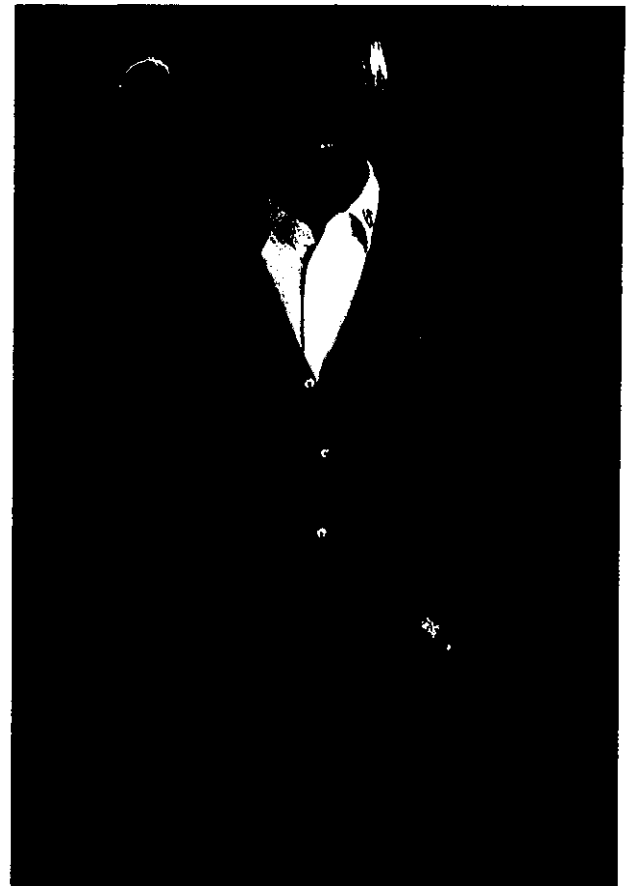
1



UNIVERSITY OF SOUTHERN CALIFORNIA
THE 1988-89 TROJAN GIFT COLLECTION
CELEBRATING 100 YEARS OF ATHLETIC EXCELLENCE



56. Cardinal and gold striped rugby shirt with white collar. USC and shield embroidery. 100% Cotton. By Dehen.
S-M-L-XL \$42.00



57. Cardinal cardigan in 100% Orlon. Left chest embroidered with school seal. Also available in white. By La Mode Du Golf.
S-M-L-XL \$34.50

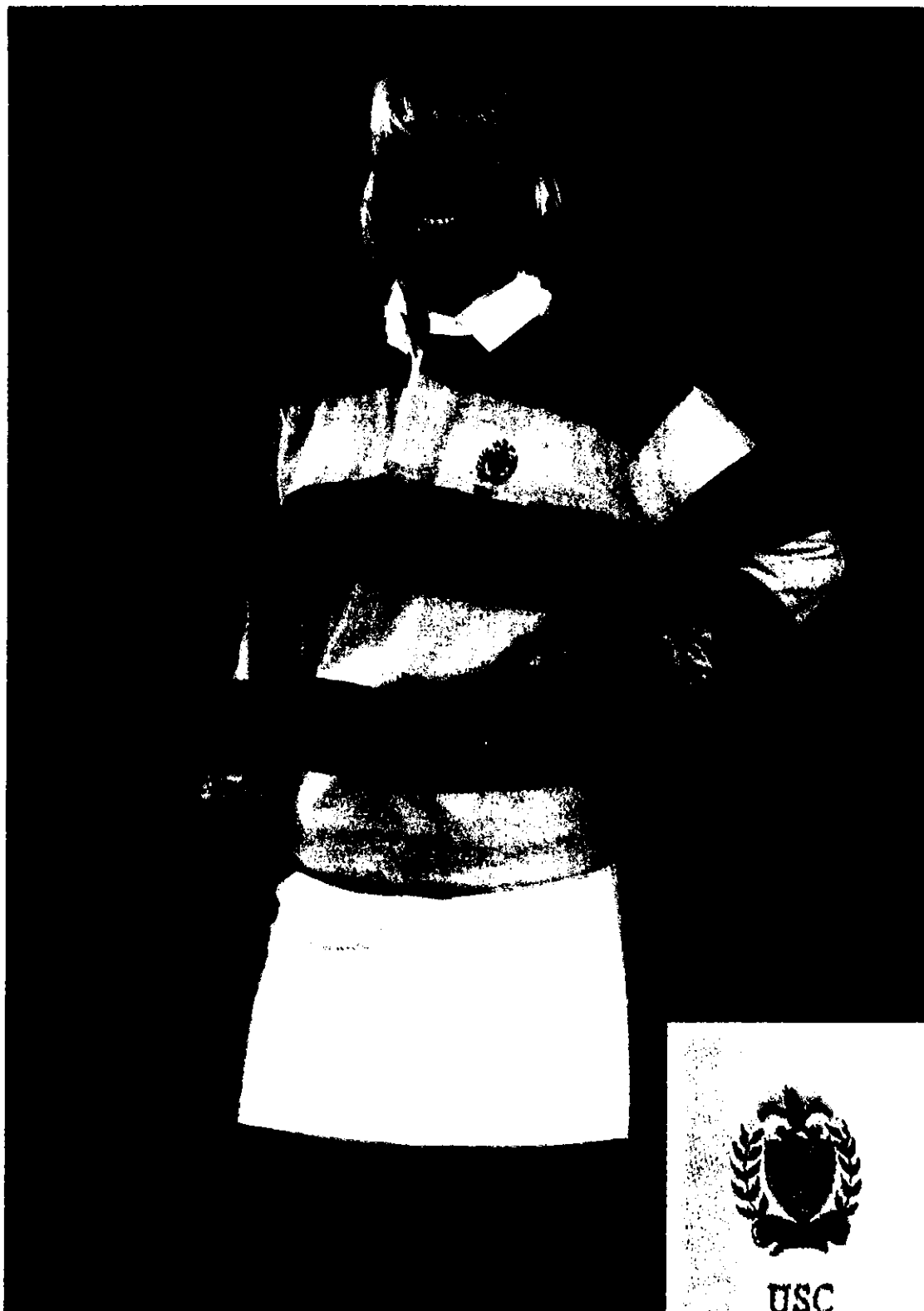


58. White long sleeve shirt with 3-button placket and henley collar. Multi-stripes in cardinal and gold with SOUTHERN CAL embroidery. 100% Cotton. By R.C. Sportswear.
S-M-L-XL-XXL \$35.00

59. Cardinal, gold, and white short sleeve rugby shirt. USC and Trojan head embroidery. 100% Cotton. By Dehen.
S-M-L-XL \$36.50

60. White long sleeve rugby shirt with cardinal and gold stripes and USC embroidery. 100% Cotton. By R.C. Sportswear.
S-M-L-XL \$41.00





56. Cardinal and gold striped rugby shirt with white collar. USC and shield embroidery. 100% Cotton. By Dehen.
S-M-L-XL \$42.00

57. Cardinal cardigan in 100% Orlon. Left chest embroidered with school seal. Also available in white. By La Mode Du Golf.
S-M-L-XL \$34.50



USC

2

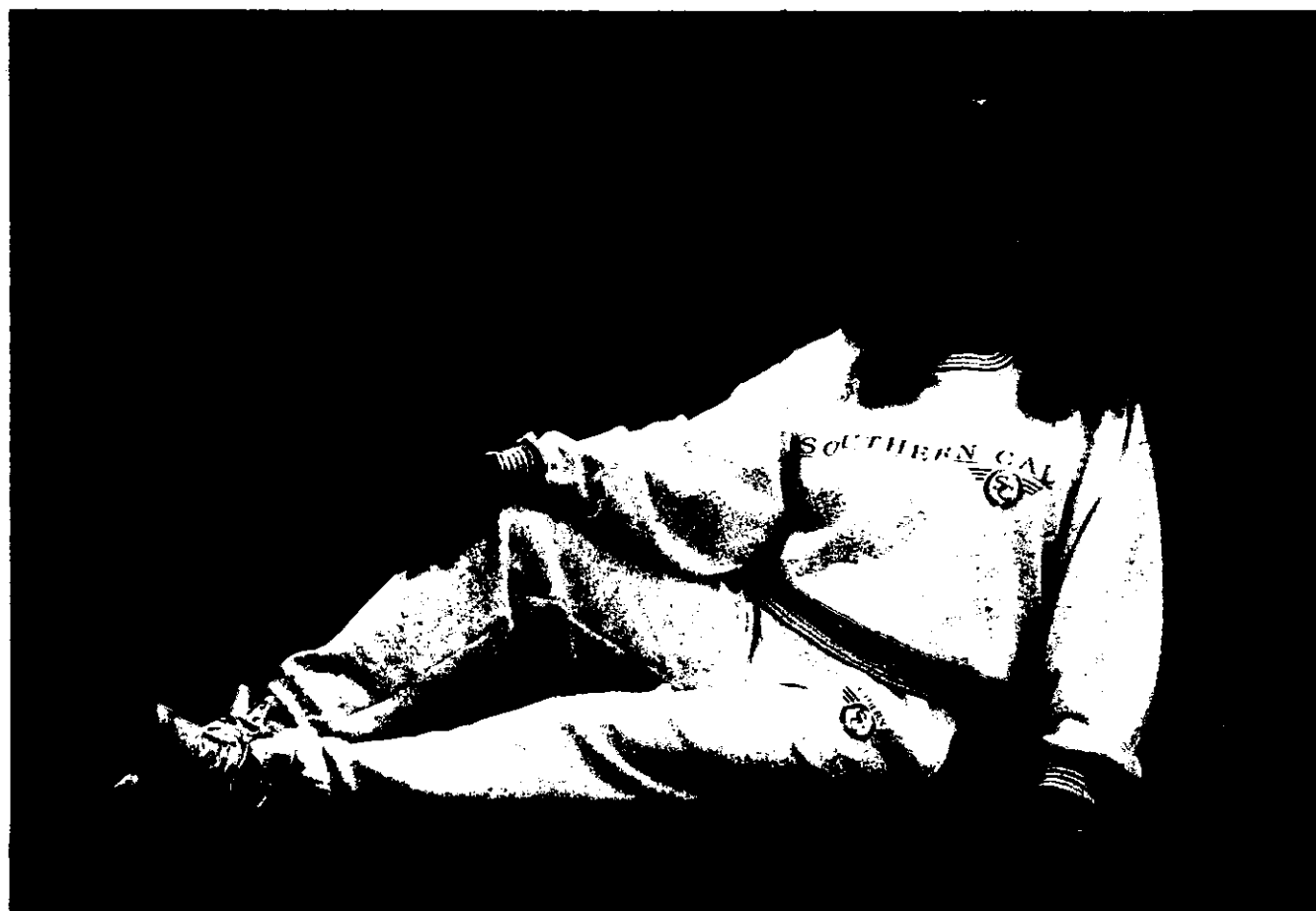


19. 100% nylon baseball jacket with lining. Left chest embroidery and USC applied letters on back. Also available in white. By MVP.
S-M-L-XL-XXL\$47.25

20. Cream reversed shearling jacket with embroidery on left chest. A cold weather must! 70% cotton 30% polyester. By Chalkline.
S-M-L-XL\$59.50

21. This iced heather fleece sweatshirt has a distinctive new look. Rib knit trim in billiard green as shown; also available with cardinal trim. 35% cotton 65% polyester. By Gear for Sports.
S-M-L-XL\$27.50

22. Coordinating fleece pants with inside elastic drawstring waistband, two front pockets and one rear pocket. 35% cotton 65% polyester. By Gear for Sports.
S-M-L-XL\$26.50





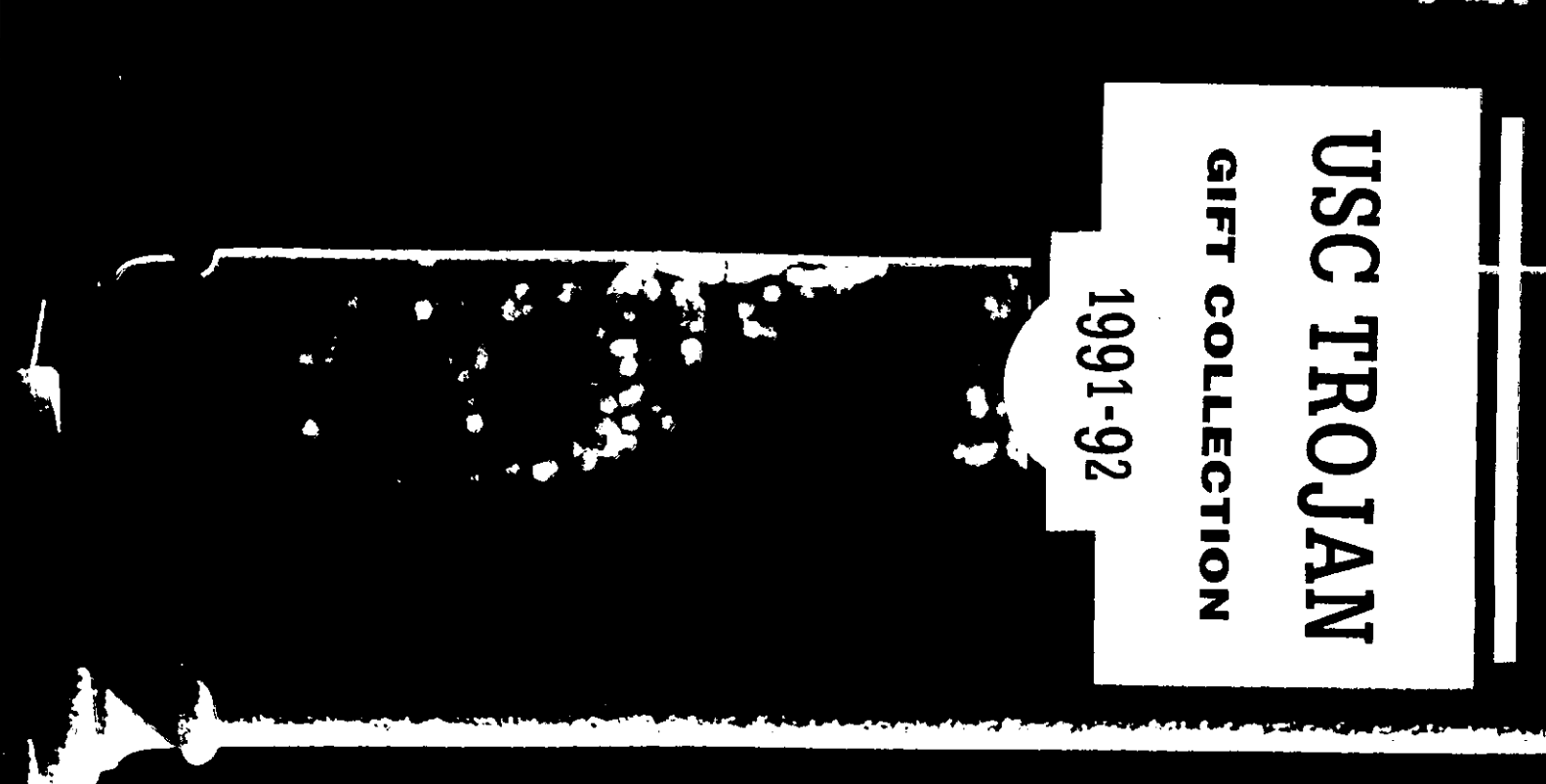
3



USC TROJAN

GIFT COLLECTION

1991-92





104 This oversized fleece top from Gear For Sports is loaded with features including a hood and side pockets. 50/50 cotton/poly blend. S, M, L, XL \$44

105 One of our most popular crews. This easy fitting, long wearing reverse weave crew of 95% cotton features inset side panels and gussets to retard shrinkage. Striking USC embroidery adds the final touch. By Jansport. M, L, XL \$48 XXL \$52



106 NEW ITEM! Dress like the big guys! This light ash cotton/poly blend sweatshirt has matching USC embroidery. By Junior Player. S, M, L \$28

Easy care, 88% cotton/12% rayon heavyweight shimmell tee and pocketed jam short are ever popular. By Champion Products.

107 Shimmell M, L, XL, XXL \$13

108 Short S, M, L, XL \$21

109 Great new roll sleeve tee for kids is constructed of easy care 50/50 cotton/poly. By Third Street. 2T, 3T, 4T, Youth S, M, L \$12.50

110 Matching side panel short makes a great set. By Third Street. 50/50 blend. 2T, 3T, 4T, Youth S, M, L \$12.50

111 Show your school loyalty in this 100% cotton tee from Collegiate Pacific. S, M, L, XL \$10.50



Credit Card Orders: 1-800-447-8620



q

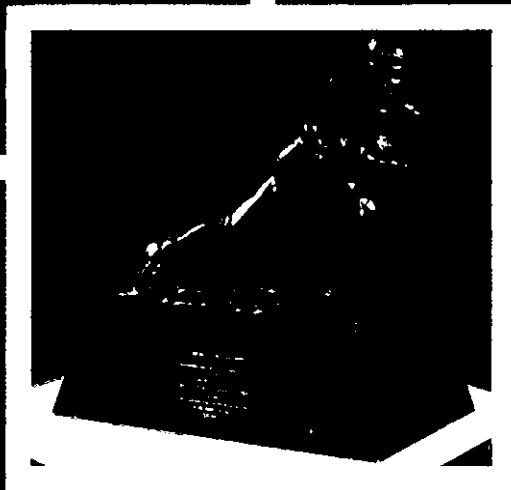
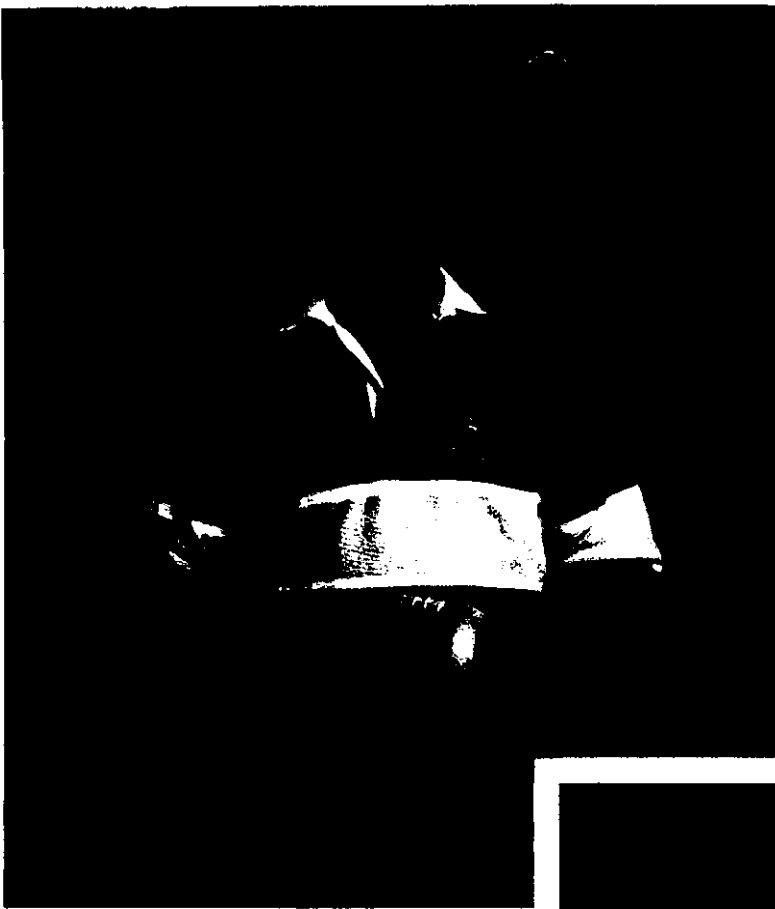
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COLLECTION





Exh F





UNIVERSITY OF SOUTHERN CALIFORNIA
THE 1988-89 TROJAN GIFT COLLECTION
CELEBRATING 100 YEARS OF ATHLETIC EXCELLENCE

13. Athletic grey heavyweight T-shirt with UNIVERSITY OF SOUTHERN CALIFORNIA. 45% Cotton, 45% Polyester, 10% Rayon. By Velva Sheen. S-M-L-XL \$9.50

14. Gold 50% Cotton, 50% Polyester T-shirt with USC and TROJANS in script. By Collegiate Pacific. S-M-L-XL \$9.50

15. Cardinal T-shirt in 50% Cotton, 50% Polyester, with USC TROJANS and school seal. By Collegiate Pacific. Also available in white. S-M-L-XL \$9.50

16. White 100% Cotton T-shirt with cardinal and gold athletic stripe and USC TROJANS. By Wideworld Sportswear. S-M-L-XL \$9.50



17. White crewneck sweatshirt with USC UNIVERSITY OF SOUTHERN CALIFORNIA crest design. 50% Cotton, 50% Polyester. By Collegiate Pacific. S-M-L-XL \$22.75

18. Red crop-top sweatshirt with 3/4 length sleeves and USC patch applique on left corner of sleeve. 50% Cotton, 50% Polyester. By Interaction. S-M-L \$25.50

19. Matching red sweatpants with elastic waist and banded bottom. USC patch on red and white gathered waistband. 50% Cotton, 50% Polyester. By Interaction. S-M-L \$26.00

20. White crewneck sweatshirt with two color large seal design. 50% Cotton, 50% Polyester. Also available in grey and cardinal. By Collegiate Pacific. S-M-L-XL \$22.75

21. White crewneck sweatshirt with USC TROJANS in cardinal and gold. 50% Cotton, 50% Polyester. By Russell Athletics. S-M-L-XL \$19.50

22. Cardinal sweatpants with USC on left leg. Elastic waist and banded bottoms. Also available in white, graphite, and grey. 50% Cotton, 50% Polyester. By Russell Athletics. S-M-L-XL \$18.75



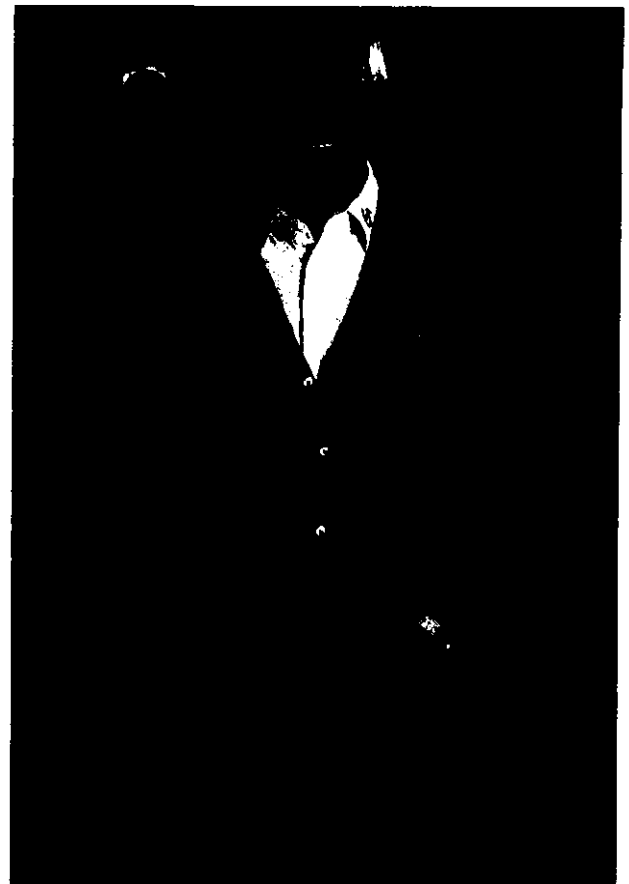
23. Cardinal sweatshirt with USC TROJANS in puffed ink. 50% Cotton, 50% Polyester. By Russell Athletics. S-M-L-XL \$19.50

24. White shorts with cardinal and gold USC logo. Drawstring waist and pockets. 50% Cotton, 50% Polyester. By Champion. S-M-L-XL \$15.50

25. Heavyweight grey sweatshirt with "USC FOOTBALL FAN" design in cardinal and gold. 50% Cotton, 50% Polyester. By Wideworld Sportswear. S-M-L-XL \$23.25



56. Cardinal and gold striped rugby shirt with white collar. USC and shield embroidery. 100% Cotton. By Dehen. S-M-L-XL \$42.00



57. Cardinal cardigan in 100% Orlon. Left chest embroidered with school seal. Also available in white. By La Mode Du Golf. S-M-L-XL \$34.50

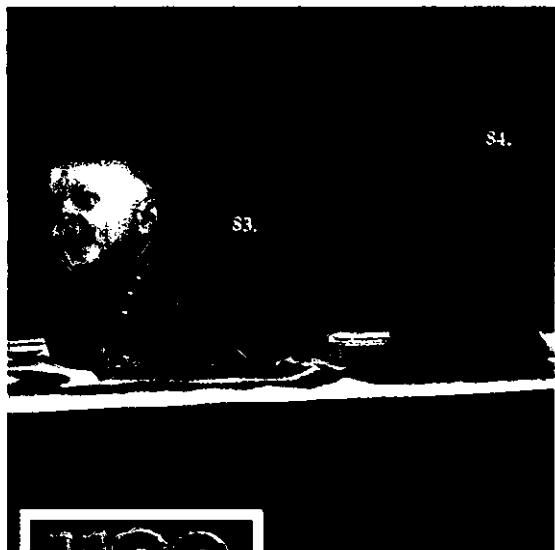


58. White long sleeve shirt with 3-button placket and henley collar. Multi-stripes in cardinal and gold with SOUTHERN CAL embroidery. 100% Cotton. By R.C. Sportswear. S-M-L-XL-XXL \$35.00

59. Cardinal, gold, and white short sleeve rugby shirt. USC and Trojan head embroidery. 100% Cotton. By Dehen. S-M-L-XL \$36.50

60. White long sleeve rugby shirt with cardinal and gold stripes and USC embroidery. 100% Cotton. By R.C. Sportswear. S-M-L-XL \$41.00





83.



83. Baby sleeper in cardinal with gold trim. USC TROJANS embroidered on 100% Tetron Acrylic. By Brandon. 6M comes with hat and feet. 12M-18M \$12.25

84. 10" cuddly plush USC bear with knit T-shirt. \$14.75



85. Darling plush cheerleader bear will please any child. \$ 9.75

86. White hooded baby sweater in 100% soft Acrylic. Full zipper in back and cardinal and gold applied letters. By Marlomar. One size. Approx. 18M \$13.75

87. White baby booties in 100% Acrylic. Gold applied letters. By Marlomar. One size fits all. \$6.75



88. Plastic Evenflow bottle with USC and Trojan head design. By Corporate Identity. \$4.25



89. White terry cloth bib with plastic lining and USC logo. By Corporate Identity. \$3.50

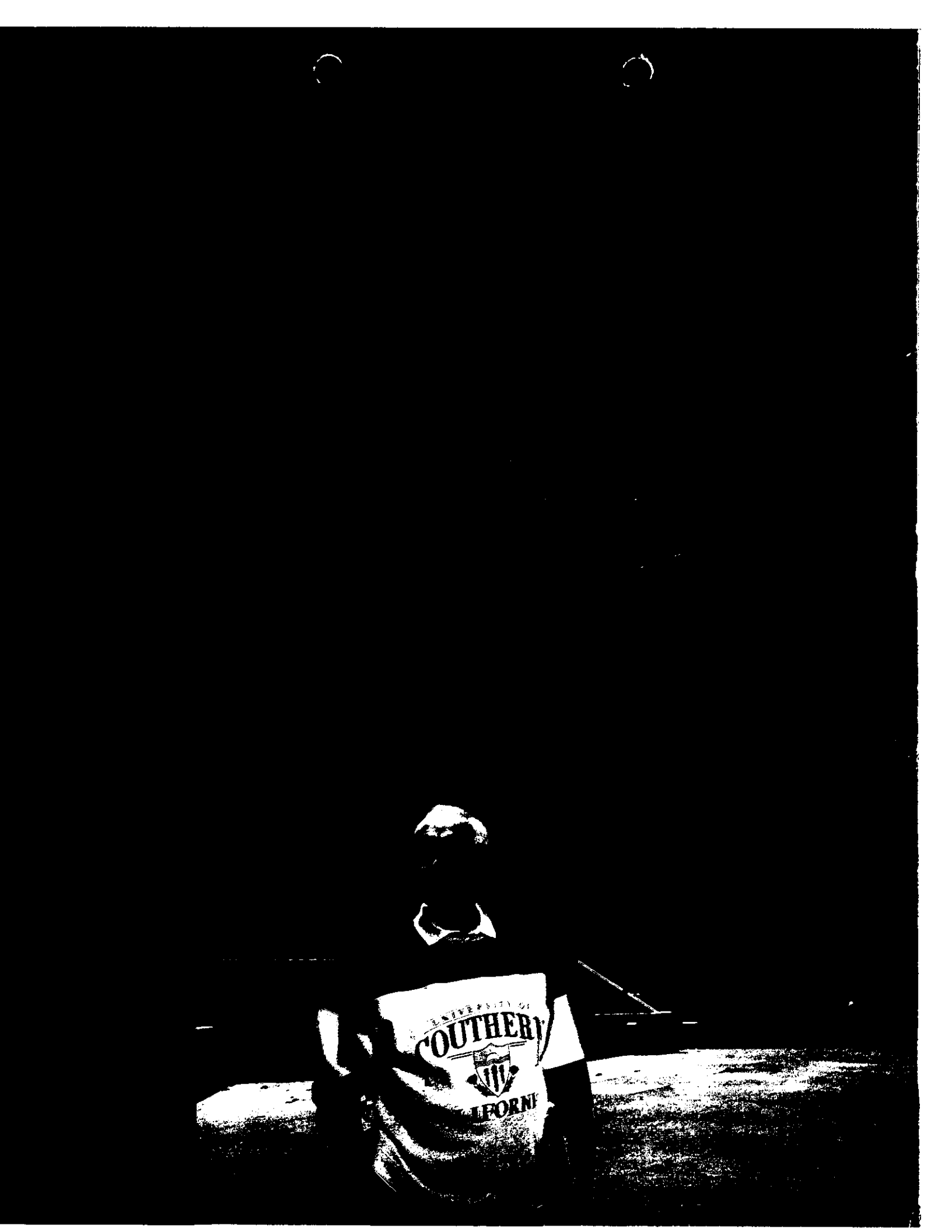


90. Cardinal and white baby crawler with TROJANS in building blocks. Front snaps. 100% Polyester. By Cutler's. 6M-12M-18M \$9.25

91. White baby crawler with USC embroidery. Buttons up the front and rear panel for comfort. 50% Cotton, 50% Polyester. By Red Flannel. 6-9M, 1 year \$21.00 2T-3T-4T \$24.50



2



19. 100% nylon baseball jacket with lining. Left chest embroidery and USC applied letters on back. Also available in white. By MVP.

S-M-L-XL-XXL\$47.25

20. Cream reversed shearling jacket with embroidery on left chest. A cold weather must! 70% cotton 30% polyester. By Chalkline.

S-M-L-XL\$59.50

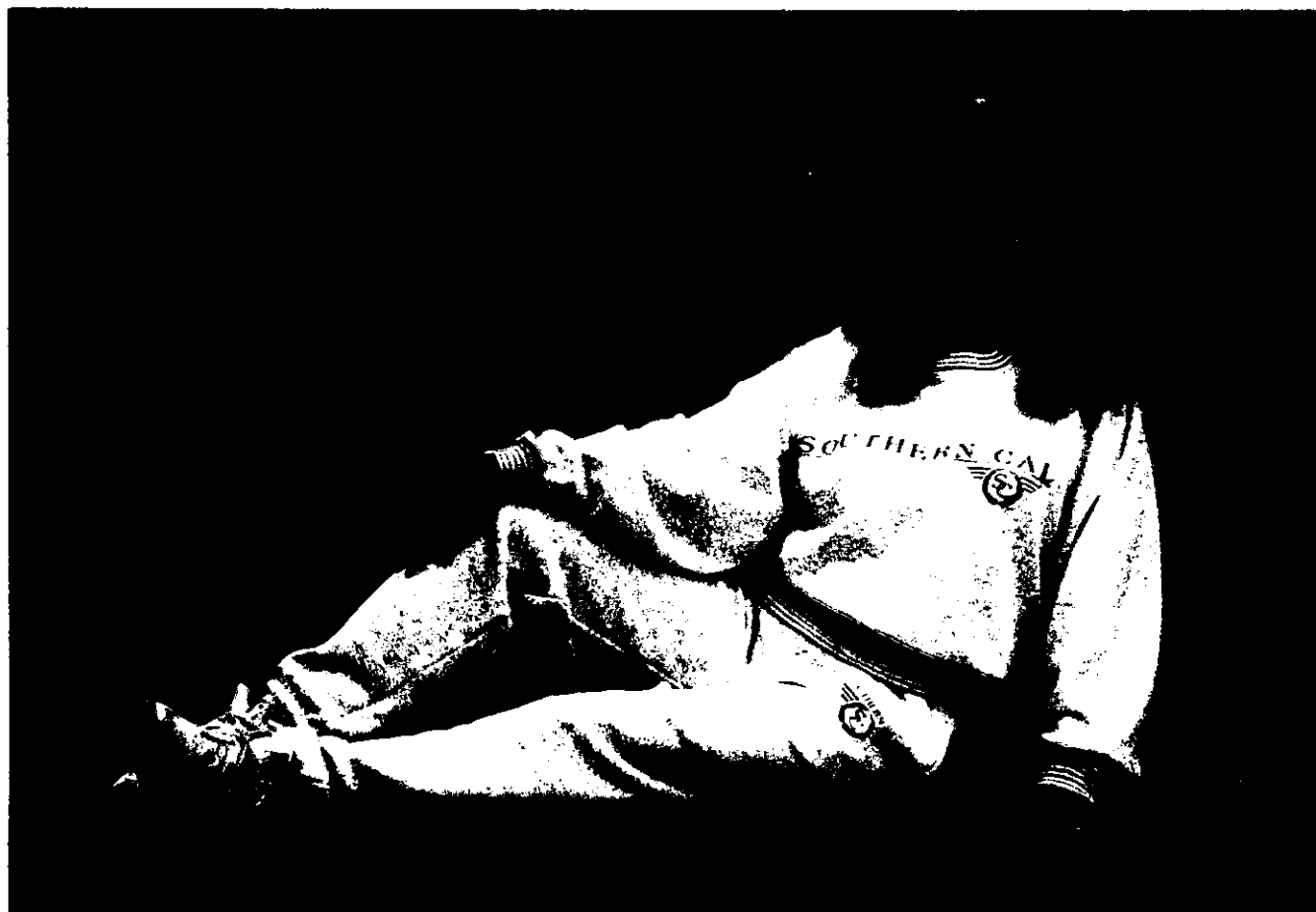
21. This iced heather fleece sweatshirt has a distinctive new look. Rib knit trim in billiard green as shown; also available with cardinal trim.

35% cotton 65% polyester. By Gear for Sports.

S-M-L-XL\$27.50

22. Coordinating fleece pants with inside elastic drawstring waistband, two front pockets and one rear pocket. 35% cotton 65% polyester. By Gear for Sports.

S-M-L-XL\$26.50







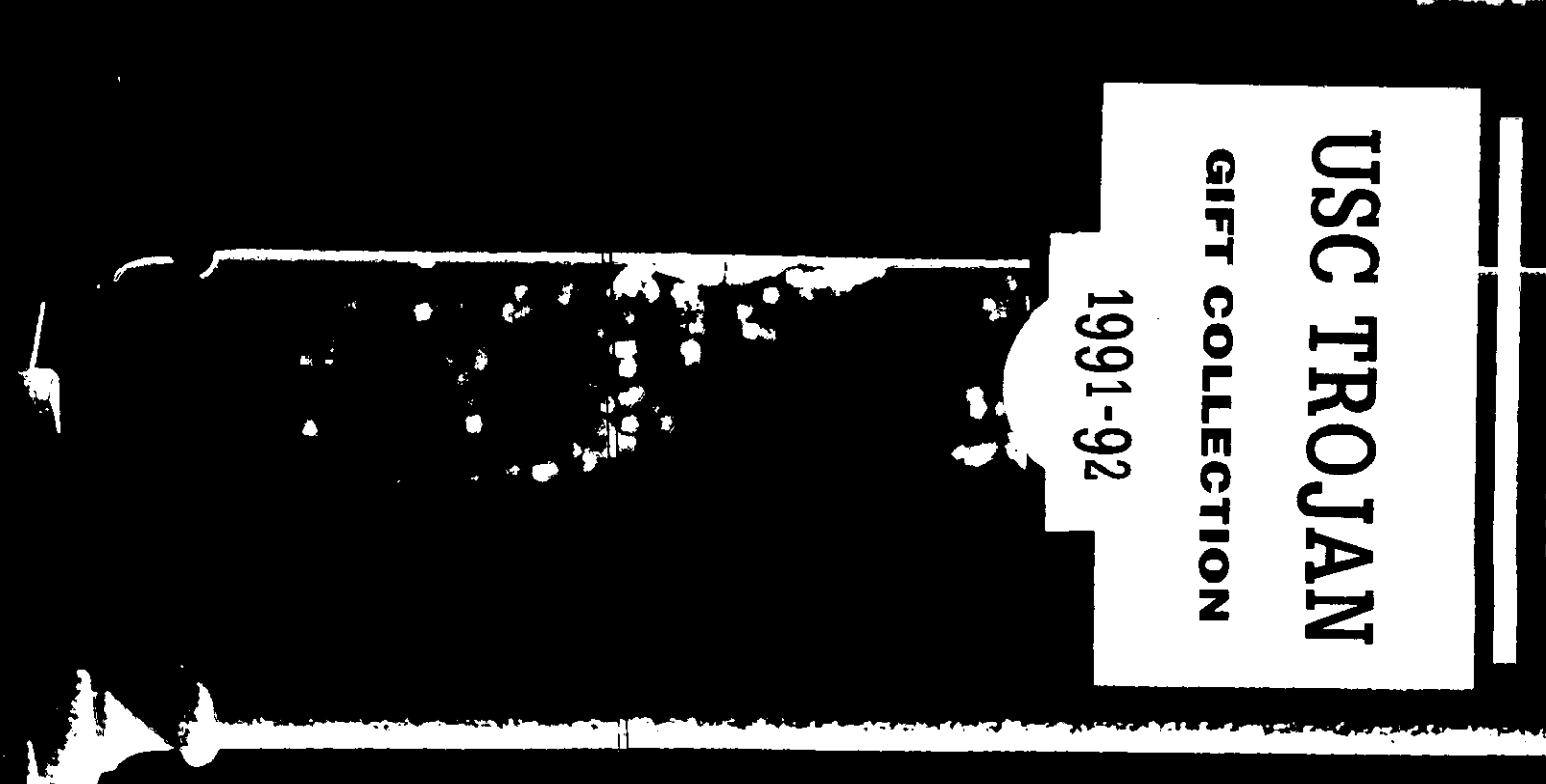
3



USC TROJAN

GIFT COLLECTION

1991-92





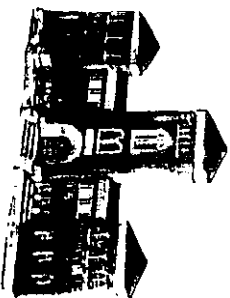
36 This popular t-shirt features a back print plus a reduced left chest logo

on the front. 100% cotton. By Oh Shirt. S, M, L, XL \$12

37 A greatlooking yet understated logo is featured on this 100% cotton tee. By Collegiate Pacific. S, M, L, XL \$10.50

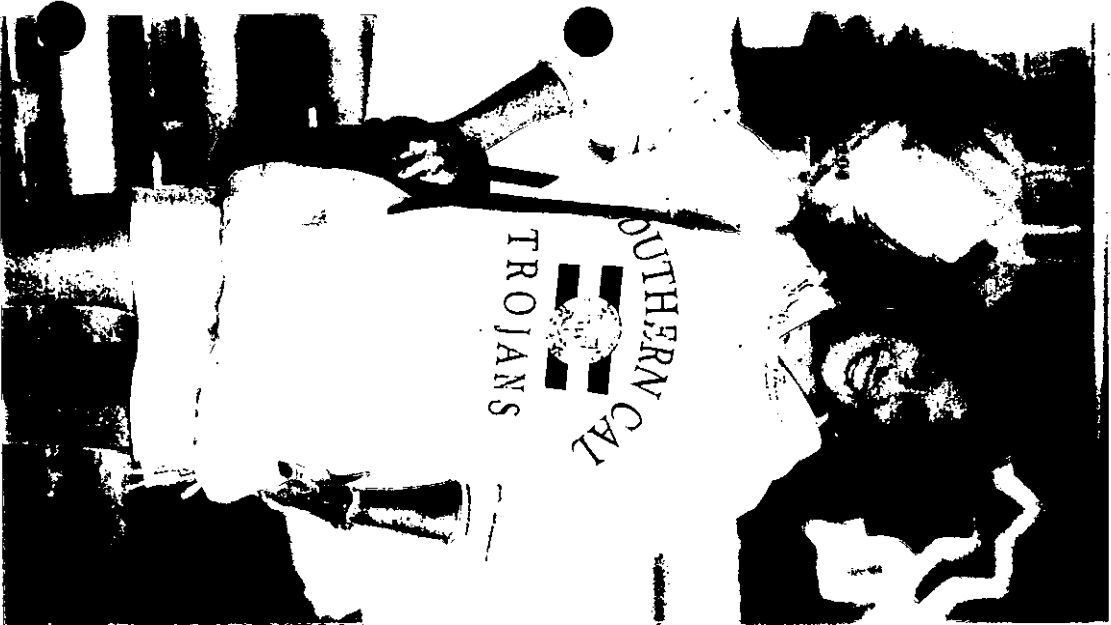
38 Beezil 100% cotton t-shirt will add fashion to your USC collectables. S, M, L, XL \$10.50

39 Corduroy adjustable baseball cap. By Classic Sportswear. \$12



34 Soft leather agenda with embossed USC Trojans, includes address book, note pad, date book, and pen. By Mundi. \$29

35 Bic ballpoint pen and pencil set. Medium point, with gold imprint. By Jaden Ltd. \$12.25



106 This oversized fleece top from Gear For Sports is loaded with features including a hood and side pockets. 50/50 cotton/poly blend S, M, L, XL \$44

109 One of our most popular crews. This easy fitting, long wearing reverse weave crew of 95% cotton features inset side panels and gussets to retard shrinkage. Striking USC embroidery adds the final touch. By Jansport. M, L, XL \$48 XXL \$52



108 NEW ITEM! Dress like the big guys! This light ash cotton/poly blend sweatshirt has matching USC embroidery. By Junior Player. S, M, L \$28

Easy care, 88% cotton/12% rayon heavyweight shimmell tee and pocketed jam short are ever popular. By Champion Products.

107 Shimmell M, L, XL, XXL \$13

109 Short S, M, L, XL \$21

109 Great new roll sleeve tee for kids is constructed of easy care 50/50 cotton/poly. By Third Street. 2T, 3T, 4T; Youth S, M, L \$12.50

110 Matching side panel short makes a great set. By Third Street. 50/50 blend. 2T, 3T, 4T; Youth S, M, L \$12.50

111 Show your school loyalty in this 100% cotton tee from Collegiate Pacific. S, M, L, XL \$10.50



Credit Card Orders: 1-800-447-8620

4

TROJAN

N I N E T E E N

93

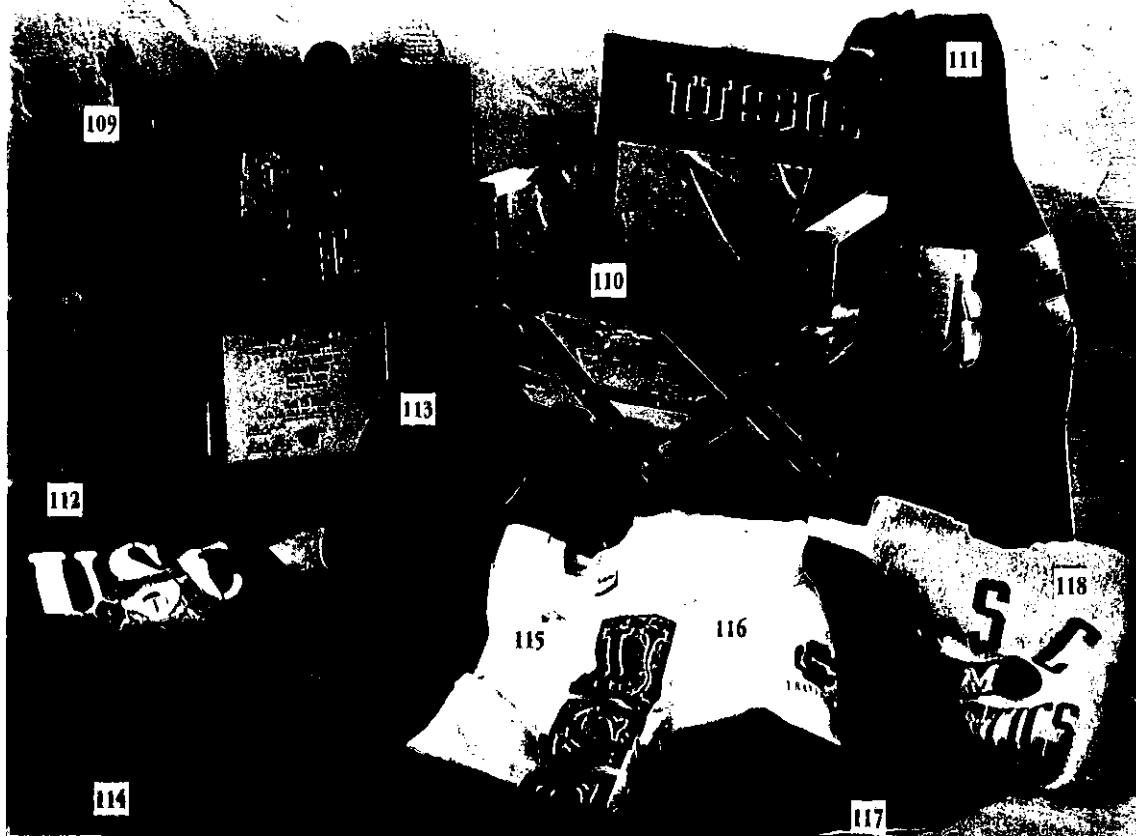
94

G I F T

COLLECTION







109 Special gift for the alumni or grad! Diploma frame (18" x 24") in solid oak with glass, cardinal mat and 8x10 color photo of Tommy Trojan outside Howard Auditorium; Jostens.
\$160.00

110 Cardinal varsity jacket in navy blue with gold trim and USC logo on the front and back.
\$125.00

111 Wool, shawl collar (20" x 60") varsity blanket with the USC University Blanket logo.
\$125.00

112 Jansport 100% heavyweight cotton cardinal tee with printed USC.
S-M-L-XL \$18.95

113 Savannah Luggage Works cardinal boomer bag in durable Anso® text nylon with lifetime guarantee is lightweight, water-resistant; embossed leather USC patch, adjustable shoulder strap, wet pouch, key ring holder; 1224 cu. in. capacity. \$95.00

114 3' x 5' USC flag in weather-resistant nylon from University Blanket & Flag Corp.
\$45.00

115 Wideworld ash grey, 100% pre-shrunk cotton night shirt with printed graphic. One size fits all.
\$18.00

116 Long sleeve white T-shirt in 100% pre-shrunk cotton from Wideworld.
S-M-L-XL \$22.00

117 Plush terry golf towel in cardinal and grey with interwoven design and grommited snap ring; 16" x 28"; Devant LTD.
\$15.00

118 Jansport heavyweight 95% cotton sweatshirt in ash grey.
S-M-L-XL-XXL \$35.50

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Trojan Gifts Collection
830 Childs Way, Suite 25
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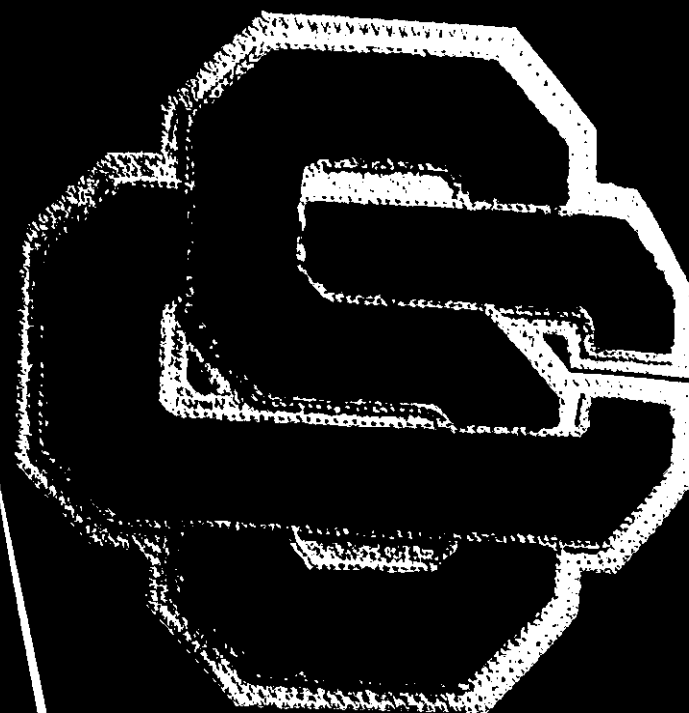


6

USC

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ROSE BOWL TROPHY
BOWL GAME
CHAMPION

dedicated to the memory of
L. Edman, 1969-1971
S. Latham, 1973-1975

Dec 1, 1996
1996/97 Catalog

1996/97 Catalog

USC

On the Cover

On January 1, 1996 the USC Trojan football team defeated Michigan State in the annual Rose Bowl Game. Featured on the cover is the Leishman Trophy awarded to the victor. This represents the 20th time USC has won the Rose Bowl Game.

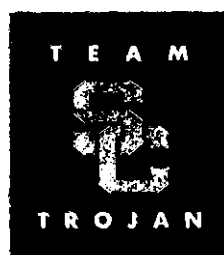
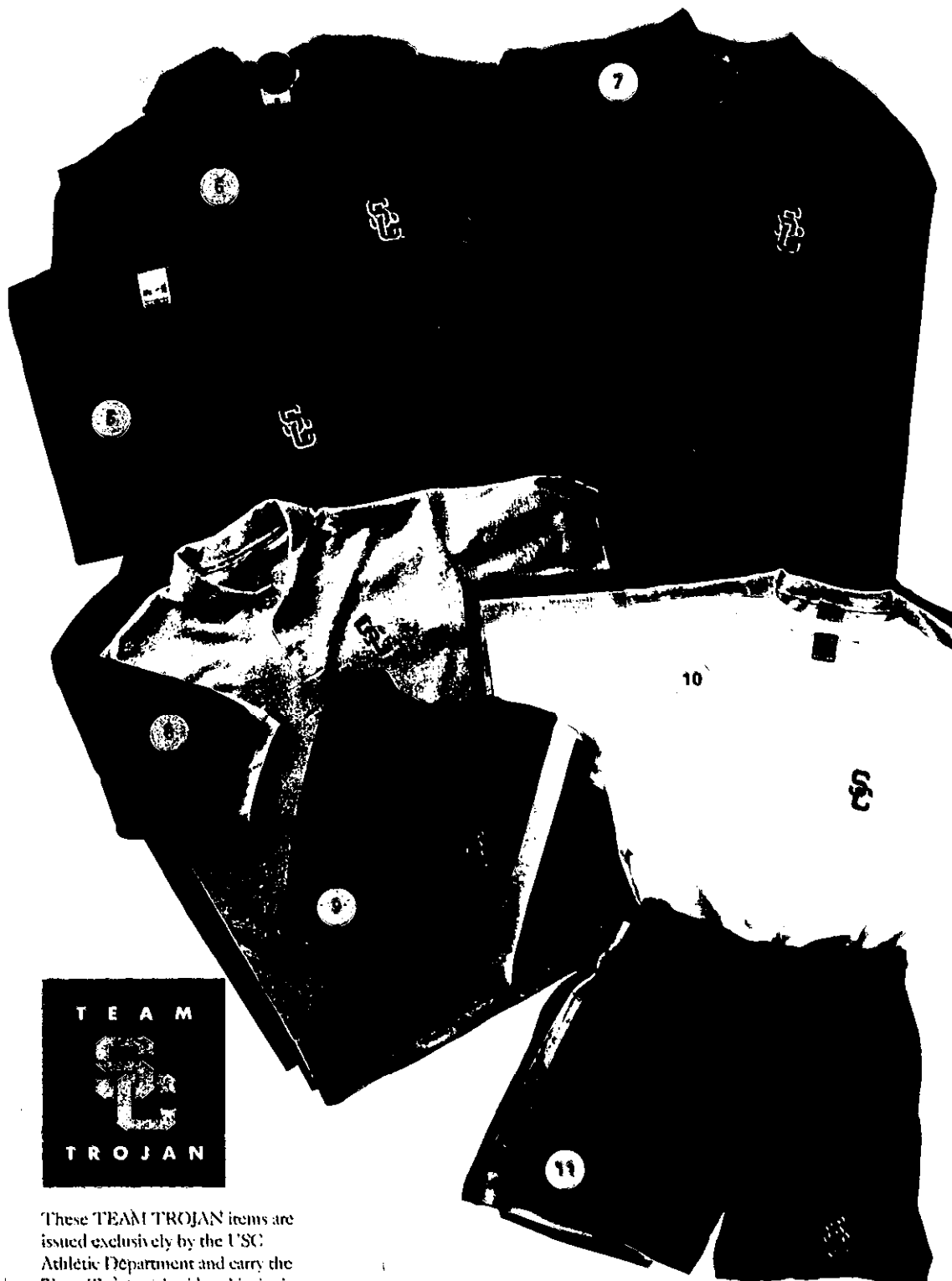
1 Also featured on the cover is the 100% wool Varsity Jacket by Dehen. The jacket is fully lined and comes with natural color cowhide sleeves, knit collar and chenille logo. S-M-L-XL-XXL **\$199.95**

2 The Future Jacket by Starter, in 100% nylon, has bold embroidered Trojan graphics, full zip front, nylon lining, drawstring hood with quilted lining. USC embroidery on back. M-L-XL-XXL **\$79.95**

3 This Stadium Jacket from Starter is a fall and winter favorite with its poly/cotton shell, nylon lining, drawstring hood, elastic waist and distinctive Trojan head embroidery. M-L-XL-XXL **\$89.95**

4 Starter Line-Up Jacket in 100% nylon features full body lining, drawstring hood, half zippered front with embroidered Trojan head and satin applique USC on the front pouch flap. M-L-XL-XXL **\$69.95**





These TEAM TROJAN items are issued exclusively by the USC Athletic Department and carry the Team Trojan embroidered insignia.

5 Micro fiber banded V-neck wind-breaker available in black. S-M-L-XL-XXL \$42.95

6 The WindRunner Jacket is 100% nylon with drawstring hood and waist. Jacket folds into a custom pouch pocket. Available in black only. S-M-L-XL-XXL \$39.95

7 100% wool, black Letterman Melton Jacket with black leather sleeves and pocket trim features snap closures, quilted lining and knit trim at neck and cuffs. S-M-L-XL-XXL \$185.00

8 This plique polo shirt features a relaxed fit, two button placket, knit collar and banded sleeves. 100% combed cotton compacted for minimum shrinkage. Available in cardinal, black or gray. S-M-L-XL-XXL. \$36.95

9 This 9 oz. sweatshirt is 10% polyester and 90% cotton and comes in cardinal, black or gray. S-M-L-XL-XXL. \$39.95

10 All cotton tee comes in white, black or cardinal. S-M-L-XL-XXL. \$23.95

11 100% cotton, elastic waist shorts with front leg embroidery. Available in ash, black or cardinal. S-M-L-XL-XXL. \$27.95

Bovard Hall. Completed in 1920 at a cost of \$587,000, the Northern Renaissance style of architecture, red brick and tile roof carried on to the other University Avenue buildings during the decade following Bovard's completion. It is named for George Finley Bovard, the fourth President of the University.

26



26 White twill visor with cardinal Interlock SC embroidery by Classic Sportswear. Adjustable-Fit **\$11.95**

28 Durable nylon, light weight golf bag with 5-year warranty against manufacturer defects from Jones Sport. **\$179.95**

27 Metallic gold embroidered USC Trojans decorates golf club head covers by R&D Specialty. Set of 4/**\$85.00**



Student Union. Perhaps best known for its unique sculptural details, which include the likeness of Rufus B. Von KleinSmid, USC's President for 26 years, a monkey thumbing its nose and gnome-like figures providing corner support. The four story structure was first occupied in 1928.

47 Poly/cotton blend oxford sweat-shirt by Nike featuring screened Trojan Football in cardinal and gold. M-L-XL-XXL \$34.95

48 100% cotton, long-sleeved, mock turtleneck shirt from Nike in cardinal, featuring embroidered SC on left chest. M-L-XL-XXL \$29.95

49 Basic T from Nike is a poly/cotton blend with screened SC Trojans graphic. Available in white or cardinal. M-L-XL-XXL \$17.95

50 A screened Trojan Football helmet is the focal point on this 100% cotton T-shirt from Nike. M-L-XL-XXL \$17.95

51 This 100% cotton T-shirt from Nike is screened with Trojan Football. Available in oxford or cardinal. M-L-XL-XXL \$17.95

52 Poly/cotton blend shorts by Nike in ash gray with screened Trojan Football. M-L-XL-XXL \$29.95

53 From Nike, 100% cotton T-shirt with screened graphics front and back. In white only. M-L-XL-XXL \$17.95

54 Embroidered Trojans across the front of this 100% cotton, cardinal T-shirt from Nike. M-L-XL-XXL \$24.95

55 Warm-up suit from Nike in 100% nylon including a nylon lining, full-zippered front jacket with embroidered SC. Pants have side pockets and elastic waist and cuffs. M-L-XL-XXL \$99.95





59 Maroon fitted baseball hat from Nike. Sizes 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8 & 7 3/4 **\$18.95**

56 Heavy filled, hooded jacket in cardinal from Nike with embroidered SC Trojans on front left chest and back. 100% nylon body, 100% poly lining. M-L-XL-XXL **\$124.95**

57 Cardinal with black chest band and sleeves, light filled jacket from Nike features embroidered graphics both front and back. Body is 100% nylon, lining is 100% poly. M-L-XL-XXL **\$109.95**

58 Medium filled, cardinal jacket from Nike featuring embroidered graphics both front and back. 100% nylon body, 100% poly lining. M-L-XL-XXL **\$99.95**



Student Union Entrance. This highly detailed entrance to the Student Union Building typifies the character and style of the campus buildings constructed during the building boom of the 1920s. These classically inspired structures provide the traditional campus atmosphere that makes USC unique in Southern California.

83 This adult pro crew sweatshirt is 95% cotton with twill applique. From Russell. Available in cardinal or ash gray. M-L-XL-XXL. \$21.95

84 Youth sweatpants with seamed upper hip graphic in a poly/cotton blend by Russell. Available in cardinal with gold or gray with cardinal lettering. Please specify color when ordering. M(10-12), L(14-16), XL(18). \$21.95

From Russell, poly/cotton blend adult sweatshirt with applique and embroidered Trojans. Available in oxford gray or cardinal. M-L-XL-XXL. \$41.95

89 From Russell, poly/cotton blend adult sweatshirt with applique and embroidered Trojans. Available in oxford gray or cardinal. M-L-XL-XXL. \$41.95

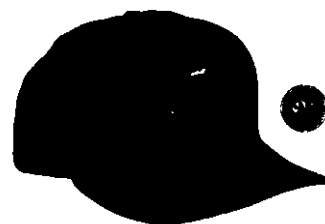
89 From Russell, poly/cotton blend adult sweatshirt with applique and embroidered Trojans. Available in oxford gray or cardinal. M-L-XL-XXL. \$41.95

90 Featuring Trojans in twill letters, this adult poly/cotton blend Russell sweatshirt. Available in cardinal, navy or athletic gray. M-L-XL-XXL. \$41.95

91 100% cotton embroidered adult sweatshirt from Russell. Available in cardinal or gray. M-L-XL-XXL. \$19.95

92 Poly/cotton blend embroidered adult crew by Russell. Available in cardinal or gray. M-L-XL-XXL. \$31.95

USC



Bridge Hall. Designed in the same Tuscan style as Mudd Hall and the Physical Education Building, Bridge Hall first served Engineering and various departments of the College of Letters, Arts and Sciences. It was completed in 1928 at a cost of \$208,000.

93 In cardinal and gold, 100% polar fleece blanket and pillow from Dakota. Sold separately. Blanket \$67.95 Pillow \$29.95

94 Tommy Trojan nylon car flag from University Flag and Blanket Corp. \$12.95

95 Black hat by New Era, embroidered in cardinal and gold with sword. Adjustable-Fit \$14.95

96 Classic's wool-fitted embroidered baseball hat. Please specify color (cardinal or black) and size. 6 7/8, 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8 & 8 \$18.00

97 This wool-blend hat by Victory is embroidered on the front with white stitching. Available in cardinal or black. Adjustable-Fit \$18.95

98 USC bar design is embroidered on front of this hat by The Game. Available in cardinal or white. Adjustable-Fit \$13.95

99 100% weather resistant, 3 x 5 ft. nylon flag from University Flag and Blanket Corp. \$45.00

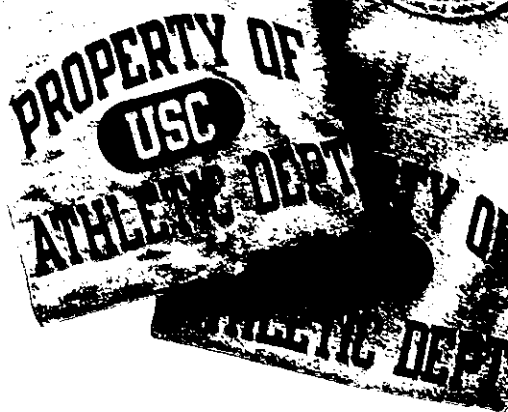
100 From Jansport, 100% cotton, oxford gray tee with embroidered graphic. M-L-XL-XXL. \$19.95

101 From MV Sport, this cardinal T-shirt with gold embroidered logo in 100% cotton. M-L-XL. \$21.95 XXL. \$23.95



USC

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108 USC Athletic Department is screened in cardinal on both adult tank and T-shirt in poly/cotton blend from MV Sports. Available in oxford gray only. Tank S-M-L-XL **\$15.95** XXL **\$17.95** T-shirt S-M-L-XL **\$14.95** XXL **\$15.95**

109 Glassware from Capri Glass is imprinted in cardinal and gold. Large Tankard **\$15.95** Double Old Fashion **\$5.95** Shot Glass **\$5.50** Ceramic Mug **\$5.95**



109

110 100% cotton T-shirt from Champion with screened University of Southern California. Available in oxford or cardinal. S-M-L-XL **\$17.95** XXL **\$18.95**

111/112 Screened cardinal on gray, poly/cotton blend, adult shorts and tank from Russell. Sold separately, shorts have elastic and drawstring waist. Tank M-L-XL-XXL **\$16.95** Shorts S-M-L-XL **\$14.95**

113 Cardinal or navy, adult 100% cotton shorts with elastic waist from Champion. Please specify color when ordering. S-M-L-XL **\$13.95** XXL **\$14.95**



7



21 Aloha for Trojans. A 100% cotton shirt from Kenui with USC sports design and Hawaiian florals. Button-down collar and pocket. M-L-XL-XXL. **\$55.00**

22 From Kenui, button-down Aloha shirt in cardinal with pocket features USC motif. M-L-XL-XXL. **\$55.00**

23 Flannel boxers from U-Trau in 100% cotton with fly front. Burgundy plaid or blue ice plaid. S-M-L-XL. **\$19.95**

24 Daisy and USC Trojans embroidered on a 100% cotton tee shirt from U-Trau in natural with cardinal. S-M-L-XL. **\$24.95**

25 Women's boxers from U-Trau, with gold daisy print on cardinal background in 100% cotton. S-M-L-XL. **\$21.95**

26 Conversation-piece mugs from R&D Specialty feature spinning miniature ball on handle. Specify baseball, basketball, golf or football. **\$9.95**

27 Fitted cap from Classic Sportswear in your choice of sizes. Black with white or cardinal with gold. Sizes 6 7/8, 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8 or 8. **\$18.00**

28 Cardinal china mug from Capri Glass features USC alumni seal imprint in gold. **\$6.25**

29 Attractive white ceramic mug with cardinal seal, from Capri Glass. **\$5.95**

30 Classic Sportswear's white twill cotton cap with embroidered USC Trojans in cardinal and gold. Adjustable. **\$17.95**

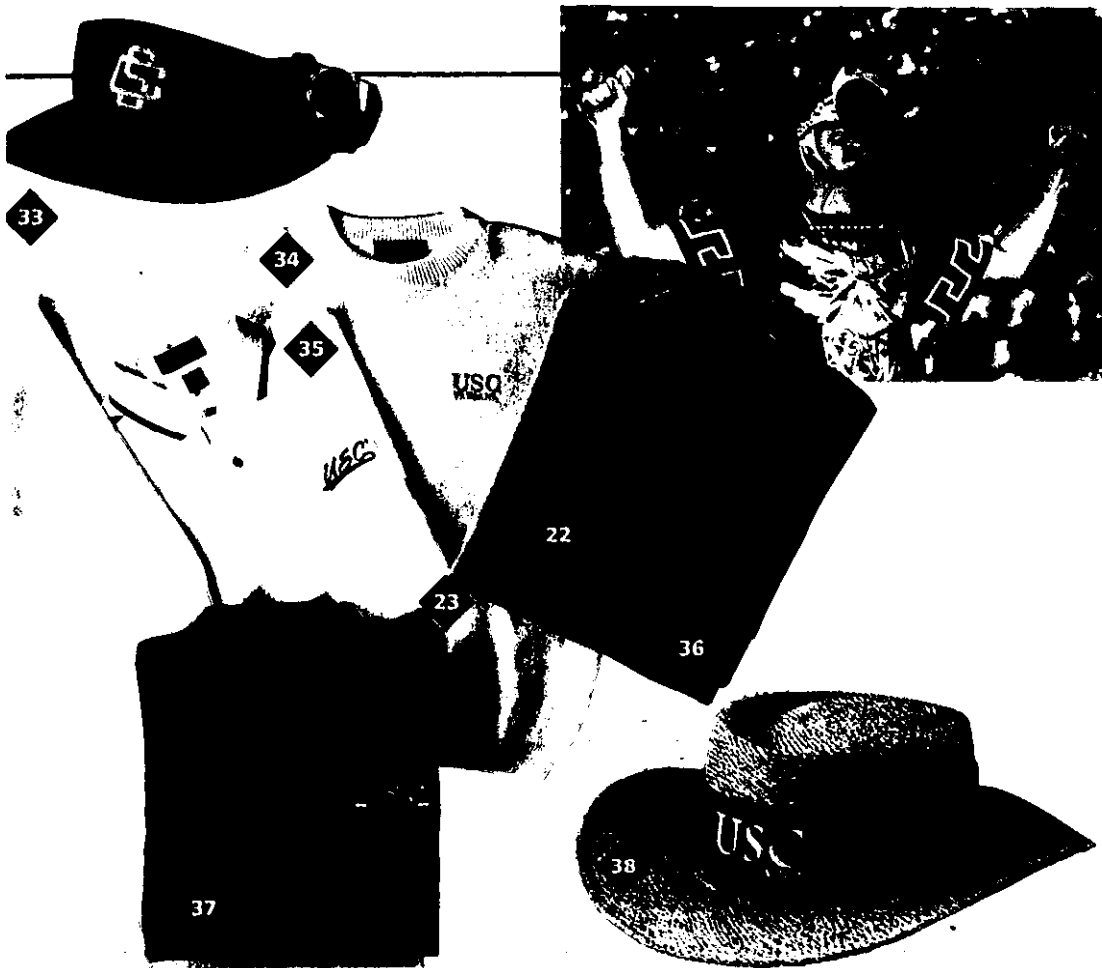
31 Unique Trojan sword design on a cap from New Era with adjustable strap. **\$17.95**

32 Trojans cap in khaki and white from New Era with adjustable strap. **\$17.95**

33 From Classic, a cardinal and gold visor in cotton with adjustable cloth strap. **\$14.95**

34 From Gear for Sports, the 100% cotton machine-washable sweater in natural with cardinal embroidery. S-M-L-XL-XXL. **\$59.95**

35 100% cotton polo golf shirt in natural with cardinal trim and embroidery. Two-button placket. From MV Sport. S-M-L-XL-XXL. **\$36.95**



36 100% cotton polo shirt from Gear for Sports with two-button placket and embroidered USC. Black with gold or oxford with cardinal. S-M-L-XL-XXL. **\$42.95**

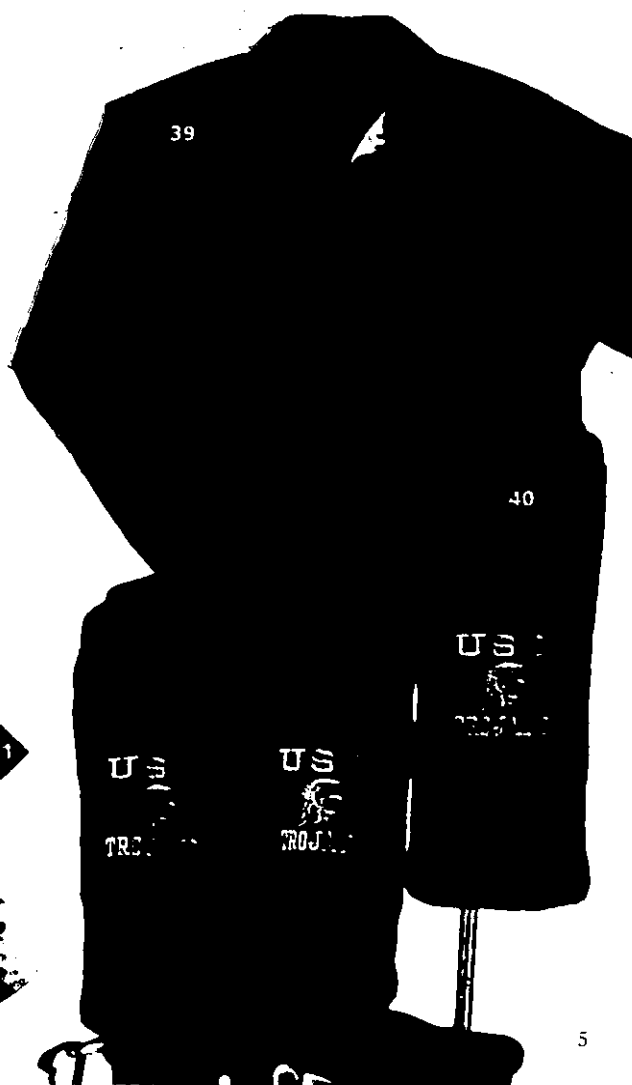
37 Lightweight 100% cotton polo shirt with embroidered USC Trojans, from MIV Sport. White or cardinal. S-M-L-XL-XXL. **\$29.95**

38 Straw hat in natural provides shade plus a banner announcement of your USC roots with wide cardinal band embroidered in gold. Elastic grip inside base of crown. From Merge Left. **\$29.95**

39 Microfibre by MIV Sports crafts a lightweight, water repellent jacket. Lined, with snap closures on pockets, ribbed cuff and hem, heavy duty zipper. Tabbed collar for extra protection. Mocha or sand (not shown). Sizes S-M-L-XL-XXL. **\$99.95**

40 Elegant set of four fleece-lined golf covers in cardinal velour with gold embroidery. From R&D Specialty. **\$85.00**

41 From R&D Specialty, set of three Spalding golf balls packed with 9 tees makes a great gift for yourself and others. **\$9.95**



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USC

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42 From R&D Specialty, your choice of USC Alumni or Trojans license frames, each in your choice of solid brass or solid chrome. Specify Alumni or Trojans and brass or chrome. **\$38.00**

43 TrojanCam is great for games and more. Single use 35mm flash cameras with 27 exposures at ISO 400 available in your choice of indoor or outdoor versions. Return whole camera to Pulse at USC for one-day processing. Indoor TrojanCam: **\$14.95** Outdoor TrojanCam: **\$9.95**

44 The ultimate in tailgate barbecuing with the Portable Keg-a-Que from Keg Products showing your team colors. Includes propane connector for disposable propane cylinder (not included). **\$79.95**

45 24 ounce Trojan ceramic tankard from Collegiate Products in cream with gold imprint. **\$14.95**

46 Generous shot glass from Capri Glass with cardinal seal. **\$4.95**

47 Multi-purpose glass from Capri Glass is double old-fashioned size, with cardinal seal. **\$5.95**

48 Buckle-close dog collar matches leash, with gold USC on red. 100 % heavy nylon. From R&D Specialty. Sizes S-M-L-XL. **\$11.00**

49 6' durable nylon dog leash is red with gold, from R&D Specialty. **\$8.95**

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STAYING FOREVER

50 Big 3' x 5' banner from University Flag and Blanket with gold USC on cardinal is made of weather-resistant nylon. **\$45.00**

51 Demonstrate your team spirit with this window-mount Tommy Trojan ear flag. From University Flag and Blanket. **\$12.95**

52 100% wool stadium blanket measures 42" x 62" and folds into its own zippered tote bag with handles. From University Flag & Blanket. **\$68.95**

53 Three feet (by 6") of Trojans Forever. Metal street sign from Street Sign Madness is cardinal with gold imprint. **\$24.95**

54 Coaches cap from Nike is adjustable so one size fits most. White with cardinal bill or cardinal with cardinal bill. **\$19.95**

55 Lined Nike jacket is nylon with poly fill. Elastic cuff and hem. Textured shoulder trim. Snaps on dual slash pockets. Cardinal with gold accents. M-L-XL-XXL. **\$109.95**

56 100% nylon Nike football jersey in cardinal with gold and white imprint. Cooling mesh body. M-L-XL-XXL. **\$59.95**

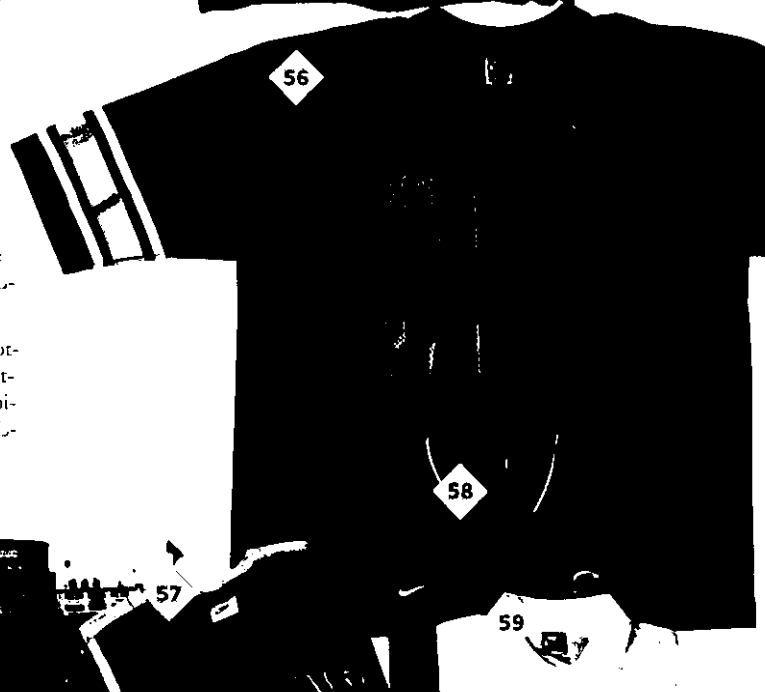
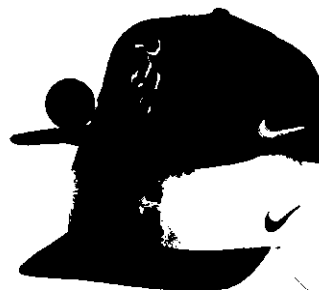
57 Trojan Football tee shirt from Nike is 100% cotton. Oxford with cardinal or cardinal with gold. M-L-XL-XXL. **\$19.95**

58 100% cotton Nike coaches polo shirt in cardinal herringbone weave with three-button placket. M-L-XL-XXL. **\$59.95**

59 The Nike white polo is 100% cotton, with ribbed cuffs and three-button placket. Linked S and C embroidered in cardinal and gold. M-L-XL-XXL. **\$47.95**

60 Nike arch sweatshirt in oxford with cardinal is durable 95% cotton, 5% poly. M-L-XL-XXL. **\$34.95**

61 Nike football sweatshirt with screened imprint is 85% cotton, 15% poly for warmth and comfort. Oxford or cardinal. M-L-XL-XXL. **\$39.95**





73 From R&D Specialty, your choice of football or basketball in wood with matching display stand. **\$27.95**

74 Cardinal 5" Mini-Maglite from R&D Specialty, boxed with two Energizer batteries. **\$23.95**

75 Gold wood-grain pen nests in an oval cardinal box. From R&D Specialty. **\$23.95**

76 Commemorative plate from R&D Specialty comes with its own display stand. White with gold USC seal and edge. **\$29.95**

77 USC is where the heart is with this Mom's sweatshirt in cardinal cotton/poly from USA Player. S-M-L-XL. **\$43.95**

78 4" X 4" x 2" crystal box from Campus Crystal features etched "USC" **\$24.95**

79 100% cotton tee shirt from USA Player features Southern California Mom and flower design. White or cardinal. S-M-L-XL. **\$28.95**

80 USA Player's medium-weight khaki tee shirt in 100% cotton has University of Southern California Dad embroidered in cardinal and tan. M-L-XL-XXL. **\$28.95**

81 From Campus Crystal, stylish curved glass is etched on right side, features brass-rimmed picture frame on left. **\$49.95**



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TROJANS

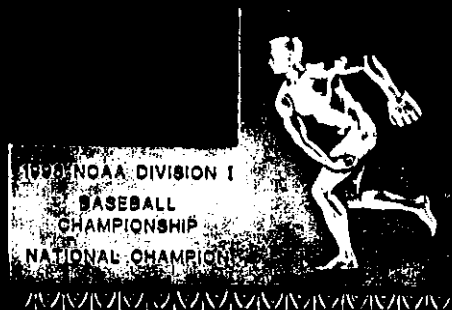


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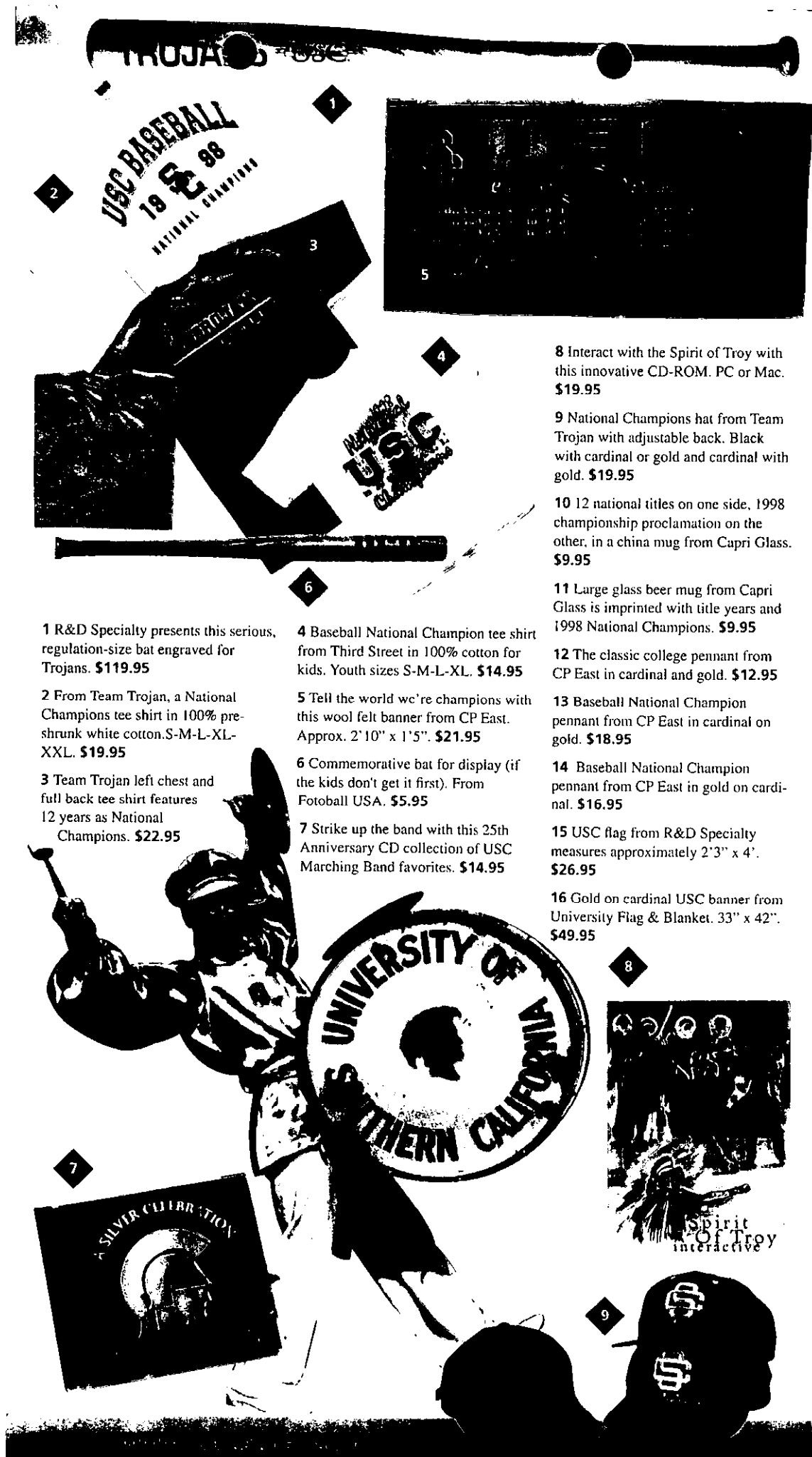


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*On June 6, 1998 the
USC Trojan baseball
team defeated
Arizona State
21-14 to win the
College World Series
and become the 1998
National Champions*



1 R&D Specialty presents this serious, regulation-size bat engraved for Trojans. **\$119.95**

2 From Team Trojan, a National Champions tee shirt in 100% pre-shrunk white cotton. S-M-L-XL-XXL. **\$19.95**

3 Team Trojan left chest and full back tee shirt features 12 years as National Champions. **\$22.95**

4 Baseball National Champion tee shirt from Third Street in 100% cotton for kids. Youth sizes S-M-L-XL. **\$14.95**

5 Tell the world we're champions with this wool felt banner from CP East. Approx. 2'10" x 1'5". **\$21.95**

6 Commemorative bat for display (if the kids don't get it first). From Fotoball USA. **\$5.95**

7 Strike up the band with this 25th Anniversary CD collection of USC Marching Band favorites. **\$14.95**

8 Interact with the Spirit of Troy with this innovative CD-ROM. PC or Mac. **\$19.95**

9 National Champions hat from Team Trojan with adjustable back. Black with cardinal or gold and cardinal with gold. **\$19.95**

10 12 national titles on one side, 1998 championship proclamation on the other, in a china mug from Capri Glass. **\$9.95**

11 Large glass beer mug from Capri Glass is imprinted with title years and 1998 National Champions. **\$9.95**

12 The classic college pennant from CP East in cardinal and gold. **\$12.95**

13 Baseball National Champion pennant from CP East in cardinal on gold. **\$18.95**

14 Baseball National Champion pennant from CP East in gold on cardinal. **\$16.95**

15 USC flag from R&D Specialty measures approximately 2'3" x 4'. **\$26.95**

16 Gold on cardinal USC banner from University Flag & Blanket. 33" x 42". **\$49.95**





17 China mug from Capri Glass declares "My 2 favorite teams are USC and whoever's playing UCLA." \$9.95

18 This USC baseball by Fotoball has an attached strap that lets you hang it for display. \$5.95

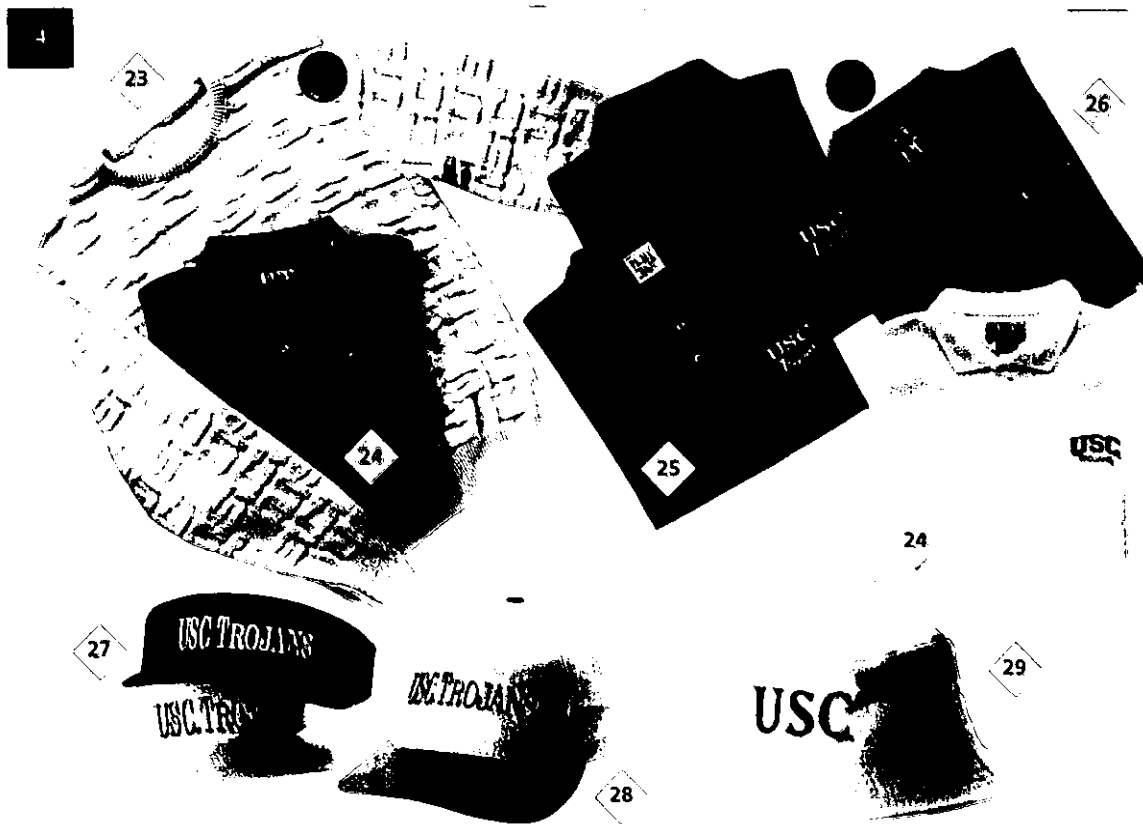
19 Cheer your team on to even more victories with colorful pom-poms from R&D Specialty. \$1.50 each.

20 Paul Fineman authored this book: "I Hate UCLA. 303 Reasons Why You Should, Too." \$5.95

21 "I Hate Notre Dame. 303 Reasons Why You Should, Too," by Paul Fineman. \$5.95

22 Artist Guy Buffet is the talent behind this 100% cotton Reyn Spooner shirt with USC football theme. Cardinal or black. M-L-XL-XXL. \$59.95





23 USC in block letters is knit into this 100% cotton sweater to create a handsome repetitive pattern. In natural. Made in the USA, from R&D Specialty. Machine washable. M-L-XL-XXL. **\$69.95**

24 USC Trojan polo from Gear for Sports. 2 button placket. 100% cotton, in natural or cardinal. S-M-L-XL-XXL. **\$42.95**

25 From MV Sport, a 2-button polo shirt in your choice of black or cardinal with contrasting USC Trojans. S-M-L-XL-XXL. **\$29.95**

26 Waffle texture polo from Gear for Sports with 3 button placket and discreet USC Trojans embroidery. 100% cotton in tan (as shown) or black. S-M-L-XL-XXL. **\$46.95**

27 USC Trojans visor from California Headwear. Cardinal or natural. One size fits most. **\$14.95**

28 Tan USC Trojans hat from California headwear in natural tones. Adjustable buckle back. One size fits most. **\$16.95**

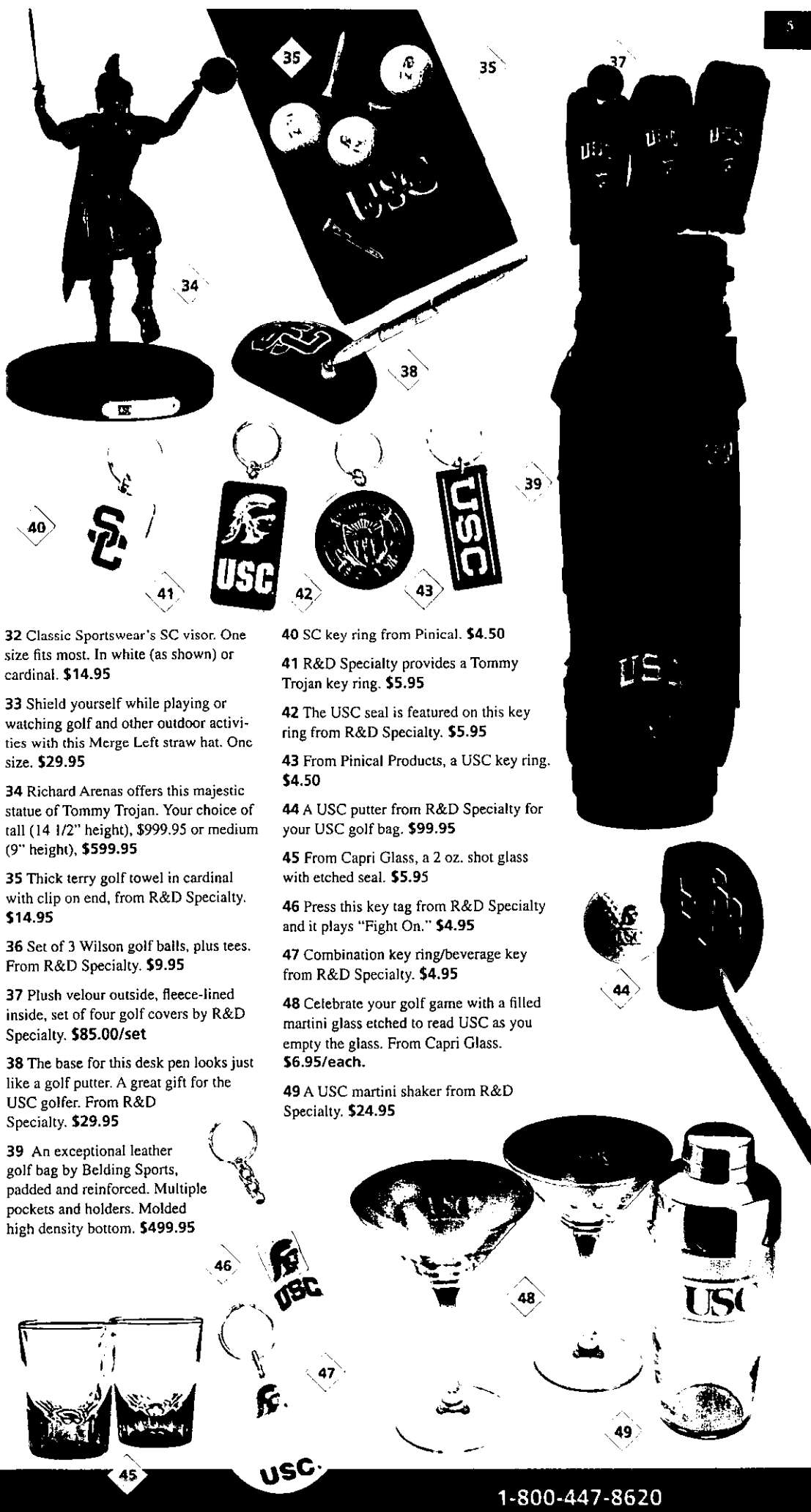
29 The white bucket hat from California Headware has air vents to help you keep your cool. S-M-L-XL. **\$14.95**

30 SC athletic socks from Top Sox. Medium (9-11) or large (10-13). **\$6.95**

31 Trojan Head socks from Top Sox in acrylic/nylon/elastic mix. Medium (9-11) or large (10-13). **\$6.95**



Rob Smith Trojan Club



32 Classic Sportswear's SC visor. One size fits most. In white (as shown) or cardinal. **\$14.95**

33 Shield yourself while playing or watching golf and other outdoor activities with this Merge Left straw hat. One size. **\$29.95**

34 Richard Arenas offers this majestic statue of Tommy Trojan. Your choice of tall (14 1/2" height), \$999.95 or medium (9" height), **\$599.95**

35 Thick terry golf towel in cardinal with clip on end, from R&D Specialty. **\$14.95**

36 Set of 3 Wilson golf balls, plus tees. From R&D Specialty. **\$9.95**

37 Plush velour outside, fleece-lined inside, set of four golf covers by R&D Specialty. **\$85.00/set**

38 The base for this desk pen looks just like a golf putter. A great gift for the USC golfer. From R&D Specialty. **\$29.95**

39 An exceptional leather golf bag by Belding Sports, padded and reinforced. Multiple pockets and holders. Molded high density bottom. **\$499.95**

40 SC key ring from Pinical. **\$4.50**

41 R&D Specialty provides a Tommy Trojan key ring. **\$5.95**

42 The USC seal is featured on this key ring from R&D Specialty. **\$5.95**

43 From Pinical Products, a USC key ring. **\$4.50**

44 A USC putter from R&D Specialty for your USC golf bag. **\$99.95**

45 From Capri Glass, a 2 oz. shot glass with etched seal. **\$5.95**

46 Press this key tag from R&D Specialty and it plays "Fight On." **\$4.95**

47 Combination key ring/beverage key from R&D Specialty. **\$4.95**

48 Celebrate your golf game with a filled martini glass etched to read USC as you empty the glass. From Capri Glass. **\$6.95/each.**

49 A USC martini shaker from R&D Specialty. **\$24.95**

50



50 Stein from Collegiate Products with gold on cream china. **\$15.95**

51 Car flag from University Flag & Blanket comes with pole and detachable base. **\$12.95**

52 Lounge in comfort in this cardinal and gold beach chair from R&D Specialty. Collapses for easy transport. **\$29.95**

53 A kid-sized football in hard rubber from Fotoball USA. **\$9.95**

54 From Fotoball USA, a full size basketball in hard rubber. **\$14.95**

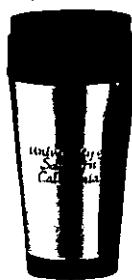
55 China mug from Capri Glass comes with coaster that doubles as a cover. **\$16.95**

56 Soft poly fleece blanket from Gear for Sports in bright cardinal. Approximately 5' x 5'. **\$57.95**

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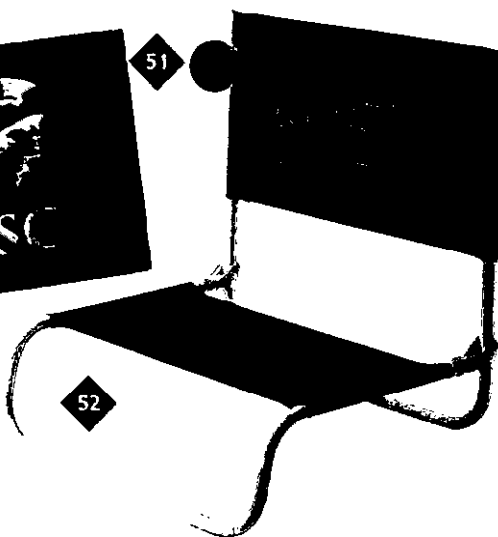


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Trojan paper products for parties at home and away, from R&D Specialty:

57 Package of 12 fluted-edge paper plates. **\$5.95**

58 Package of 25 coasters. **\$5.50**

59 Package of 25 cocktail napkins. **\$4.95**

60 Package of 25 dinner napkins. **\$5.95**

61 R&D Specialty's stainless travel tumbler has slide closure on top to keep liquids in until you want them. **\$22.95**

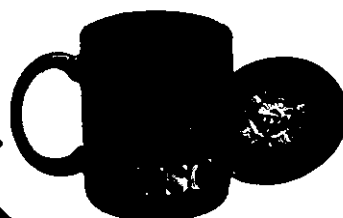
62 Vacuum thermos from R&D Specialty features easy press-and-pour top. 1/2 liter. **\$49.95**

63 For tailgate parties and every-day travel use, a stainless mug with cover from R&D Specialty. **\$22.95**

64 If it can't fit into this Gear for Sports backpack/tote combination, you should leave it behind. Includes easy zippered side access, inside zippered pocket, removable zippered pouch. Gold or cardinal. **\$59.95**

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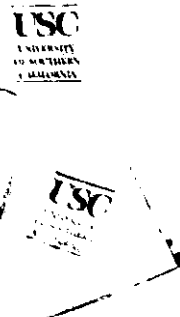


57



59

60



64

65 Nike football sweatshirt in 100% cotton-poly.
M-L-XL-XXL. **\$38.00**

66 Stay warm with knit stocking caps sporting
Team Trojan on the back and an embroidered SC
on the front. Cardinal, black or white. One size.
\$15.95

67 Velcro-tab back makes this adjustable Nike
hat especially comfortable. Cardinal or white
with SC applique. One size fits most. **\$19.00**

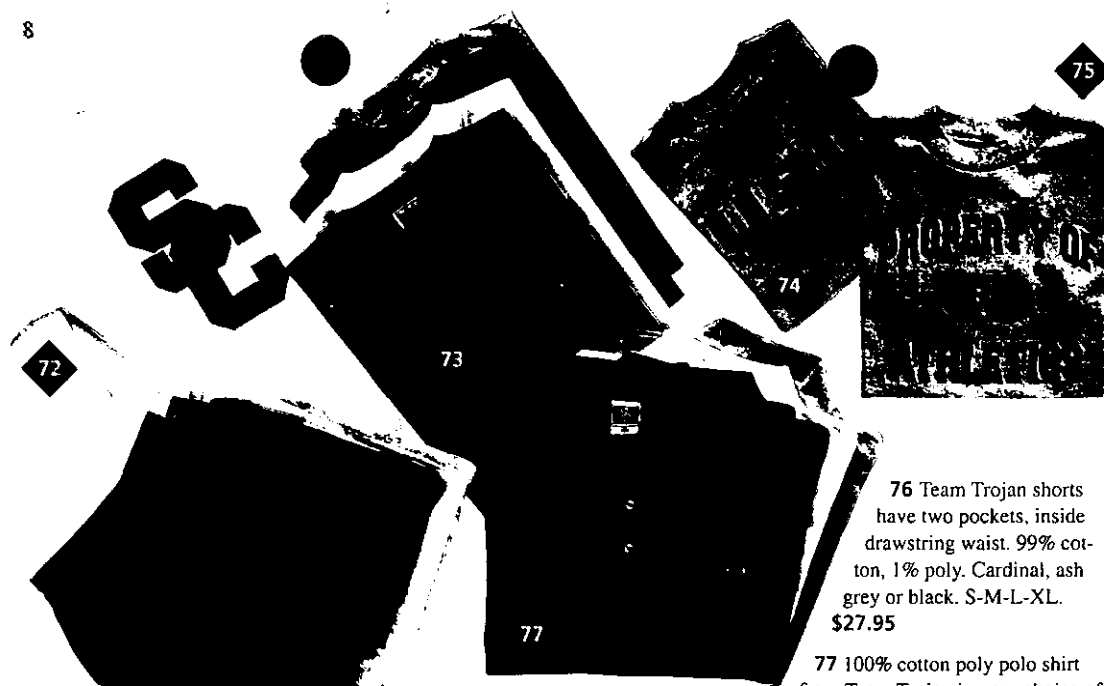
68 Nike's NFL ProLine coaches windshirt fea-
tures pouch pocket with access from both sides.
Zippers from under arm to bottom, both sides.
100% poly. SC applique. M-L-XL-XXL. **\$65.00**

69 Musical combination doorbell/pager/SOS
alert plays Trojan chime, with remote that works
anywhere. Uses 3 AAA batteries (not included).
From R&D Specialty. **\$47.50**

70 On the front of this 100% cotton Nike tee
shirt: USC Football imprint. On the back, SC.
M-L-XL-XXL. **\$19.00**

71 Nike tee shirt says you're a USC
fan coming and going: On the front,
imprinted SC. On the back, Fight
On. 100% cotton.
M-L-XL-XXL. **\$19.00**





72 A Team Trojan white tee in 100% pre-shrunk cotton with USC Football imprint on front, gold & cardinal SC on back. S-M-L-XL-XXL. **\$19.95**

73 Team Trojan tee shirt in 100% cotton. Cardinal, white, black or oxford. S-M-L-XL-XXL. **\$23.95**

74 Cardinal imprint on oxford in this Team Trojan football tee shirt. S-M-L-XL-XXL. **\$18.95**

75 Property of SC Athletics imprint is featured on this Team Trojan tee shirt in oxford. S-M-L-XL-XXL. **\$18.95**

76 Team Trojan shorts have two pockets, inside drawstring waist. 99% cotton, 1% poly. Cardinal, ash grey or black. S-M-L-XL. **\$27.95**

77 100% cotton poly polo shirt from Team Trojan in your choice of cardinal, white, oxford or black. S-M-L-XL-XXL. **\$36.95**

78 Sweatpants from Team Trojan are cotton-poly in oxford or cardinal (not shown). S-M-L-XL. **\$39.95**

79 Cotton-poly Team Trojan sweatshirt in cardinal, oxford or black (not shown). S-M-L-XL-XXL. **\$39.95**

80 SC is embroidered on front, Trojans on the side of this Team Trojan hat. Tan, black, cardinal or natural with cardinal bill. One size, adjustable. **\$17.95**

81 Leatherlike cover holds letter-size pad from Dart, with places for pen, cards and documents. **\$18.95**

82 A smaller version of our letter-size pad cover holds pad with pockets for pen and more. From Dart. **\$15.95**





83 Sweatshirt from Gear for Sports is 80% cotton, 20% poly. Natural or navy with cardinal satin-finish applique. S-M-L-XL-XXL. **\$49.95**

84 Heavy duty sweatshirt from Gear for Sports in 80% cotton, 20% poly. Hooded, with side pockets. Oxford with choice of navy or cardinal felt applique. S-M-L-XL-XXL. **\$59.95**

85 Gear for Sports heavyweight jacket has reinforced elbows, velcro closures at hip, wrist and hidden-hood collar. Zippers plus snaps. Nylon shell, poly-rayon lining. Gold pullover has zipper to snap-closed pouch with side access. Cardinal is a full-zip jacket with zippered side pockets. S-M-L-XL-XXL. **\$99.95**

86 Bavarian fleece pullover with front zipper access is poly with nylon trim. Zippered side. Elastic at waist and wrist. Dual slash pockets. From Gear for Sports, in cardinal with black embroidery. S-M-L-XL-XXL. **\$56.95**

87 Long sleeve tee shirt from Gear for Sports is 100% cotton. Cream with black and gray imprint. S-M-L-XL. **\$26.95**

88 Capri Glass china mug features USC seal. Gold rim, white inside. **\$7.95**

89 Fluted glass has cardinal seal. From Capri Glass. **\$6.95**

90 From Capri Glass, a 2 oz. shot glass with cardinal seal. **\$5.95**

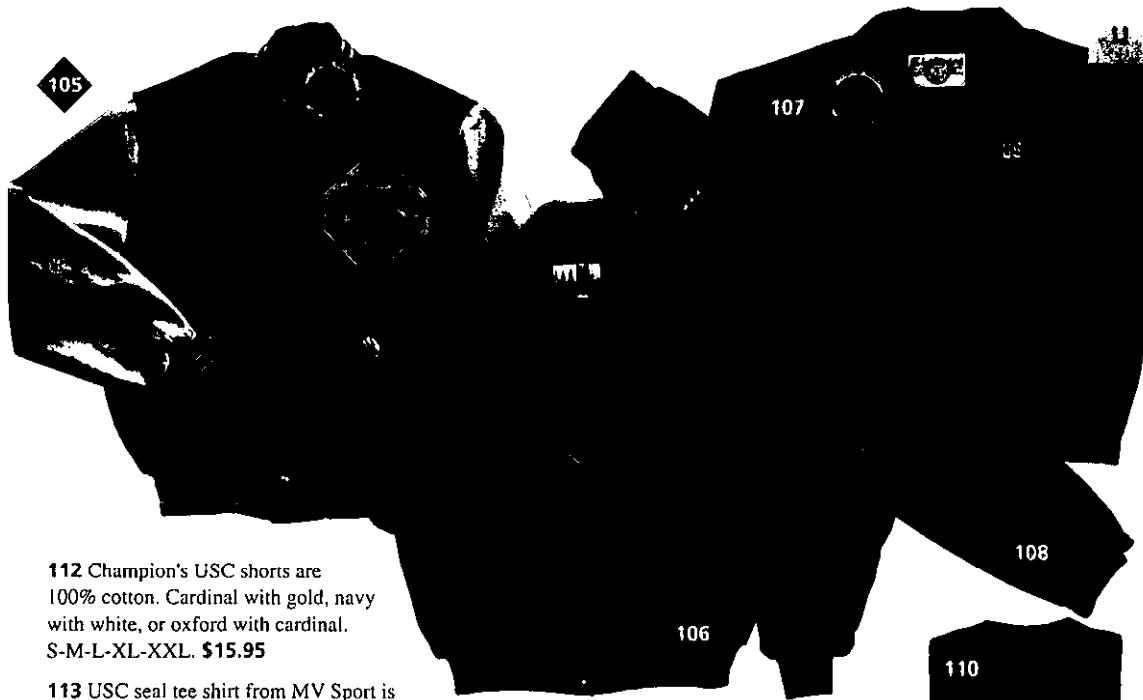
91 Glass pilsner with football theme. From R&D Specialty. **\$12.95**

92 12 ounce water glass from Capri Glass. **\$5.95**

93 Tommy Trojan 5 oz. shot glass from Capri Glass. **\$4.95**



1-800-447-8620



112 Champion's USC shorts are 100% cotton. Cardinal with gold, navy with white, or oxford with cardinal. S-M-L-XL-XXL. **\$15.95**

113 USC seal tee shirt from MV Sport is 100% cotton. White or ash grey. S-M-L-XL-XXL. **\$14.95**

114 Cardinal tee shirt from Champion is 100% cotton, with gold and white, embroidered Trojan logo, on left chest. M-L-XL-XXL. **\$18.95**

115 USC hat from Colosseum has adjustable back. Black, natural, white or cardinal. One size fits most. **\$14.95**

116 Crew neck sweatshirt in cotton-poly with black box applique, from Jansport. S-M-L-XL-XXL. **\$36.95**

117 Cotton-poly sweatshirt from Jansport in white, navy or cardinal. L-XL-XXL. **\$36.95**

118 Long sleeve 100% cotton t-shirt with Trojan logo on left arm, USC on front. From Jansport in white or oxford. S-M-L-XL-XXL. **\$26.95**

119 Interlocked SC in a classic baseball hat from Classic. Cardinal or black. Sizes 6 5/8, 6 3/4, 6 7/8, 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8, 8 or adjustable. **\$18.00**

120 100% cotton tee shirt from Champion offered in cardinal with white and gold or oxford with white and cardinal. S-M-L-XL-XXL. **\$16.95**





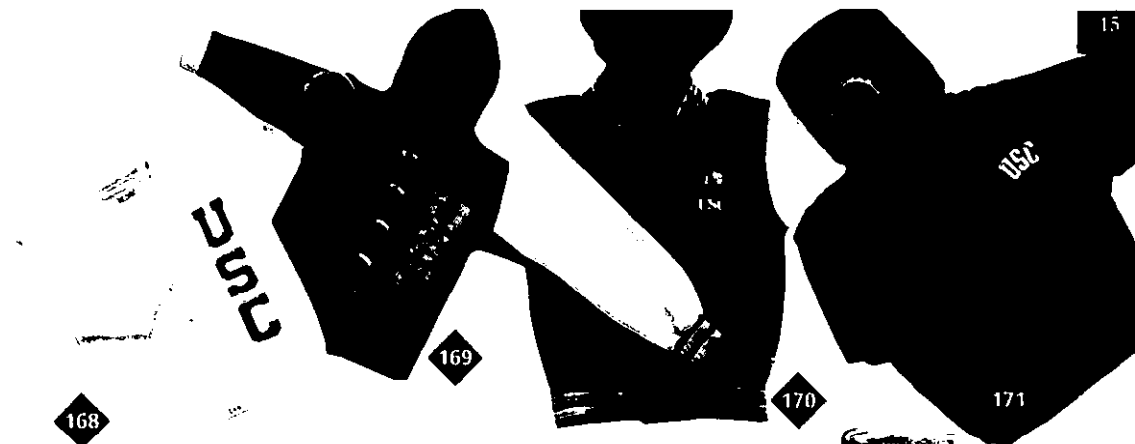
145 USC Dad hat from Russell Athletic in cardinal. One size fits most. **\$14.95**

146 Trojans hat from Colosseum Athletics with adjustable plastic back. Choice of black with self-bill, cardinal or white with contrasting bill lining. One size fits most. **\$19.95**

147 From R&D Specialty, your choice of (A) USC Trojans or (B) USC Alumni, each in either solid brass or solid chrome. Bronze or silver frame. **\$38.00**

148 Your choice of car license frames: From R&D Specialty, (A) USC Trojans or (B) USC Alumni in cardinal on gold. **\$39.95**





166 Football pants in cotton-poly with nylon trim, from Third Street. 6M, 12M, 18M, 2T, 3T, 4T, \$12.95. S, M, L, XL, \$16.95

167 Baseball jersey in 100% cotton from Third Street. S, M, L. \$28.95

168 Five-button cardigan in hand-knitted 100% cotton. Natural with cardinal knit USC. From College Traditions. 12M, 18M, 2T, 4T, \$38.95

169 A wool knit sweater jacket with slip-knot peg buttons from College Traditions. Cardinal with gold knit cuffs and USC design. 12M, 18M, 2T, 4T, \$49.95

170 Poly-cotton fleece jacket from Third Street is hooded. Snap closures. USC Trojans in gold with white on back. Jacket is cardinal with ash grey sleeves and trim. 2T, 3T, 4T, 5, \$38.95. S, M, L, XL, \$42.95

171 Gear for Sports' jacket zips up under chin. Elastic at cuffs and hood. Two slash pockets. Nylon with soft poly-cotton-rayon lining. 24M, 3T, 4T, \$46.95. S, M, L, \$56.95

172 Polar fleece pullover in 100% poly. Zippered collar. Two slash pockets. From Third Street Sportswear. 2T, 3T, 4T, \$36.95. S, M, L, XL, \$42.95

173 The Third Street bumble bee infant dress with built-in snap-bottom panty. 100% cotton. 6M, 12M, 18M, 24M, \$19.95

174 From Albion, an authentic song girl uniform. 2T, 3T, 4T, 6, 8, 10, 12, 14, \$95.00

175 Nylon cheer outfit from Third Street features gold inside cardinal pleats. 2T, 3T, 4T, \$31.95. S, 6, 7, 8, \$35.95

176 Top Sox baby booties. Acrylic-nylon with fleece lining. White with cardinal and gold trim or gold with cardinal trim. One size for babies. \$5.95

177 Flower ringer tee shirt in 100% cotton from Third Street. 2T, 3T, 4T, 5, S, M, L, XL, \$15.95

178 From Victory, a cardinal SC kid's hat with adjustable plastic strap back. Infant, toddler, youth sizes. \$15.95





9

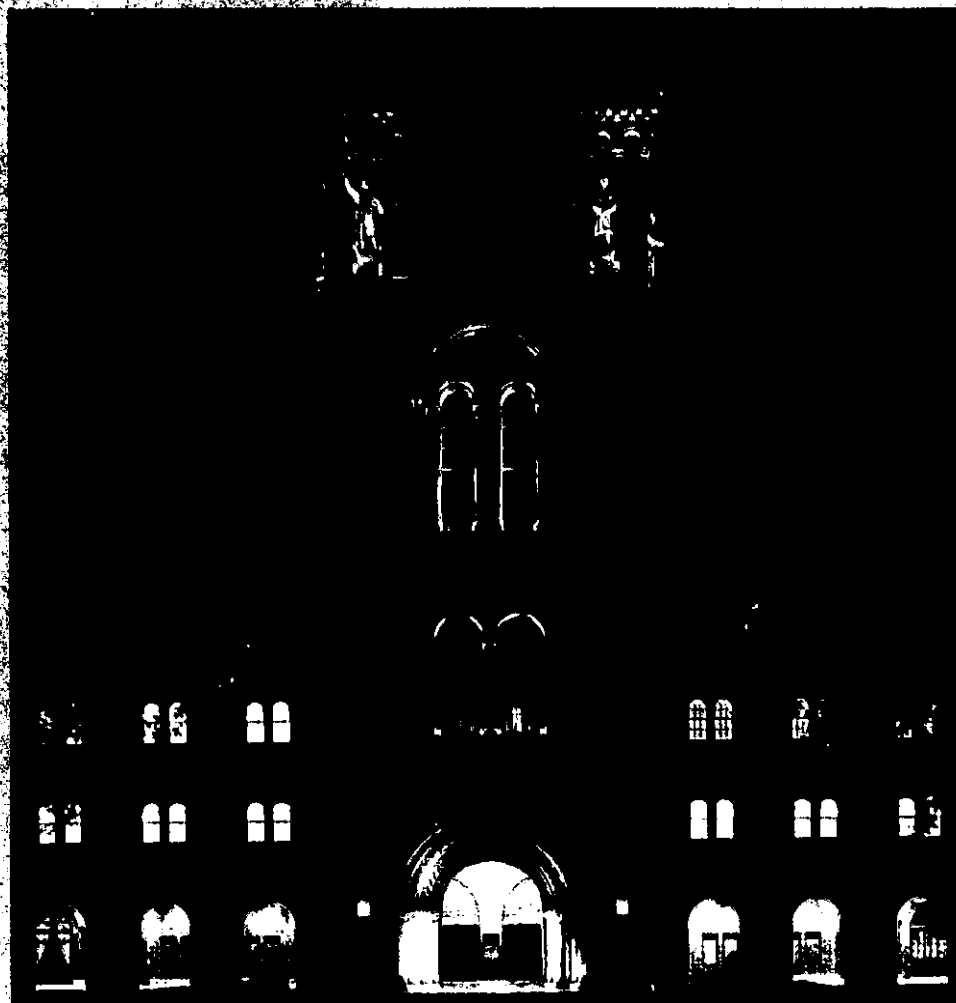
University Bookstores

2000/2001 Catalog

USC - College of the Year 2000

Time Magazine and the Princeton Review selects USC because of the remarkable bonds the university has forged with local schools, community residents, police, business and community organizations.

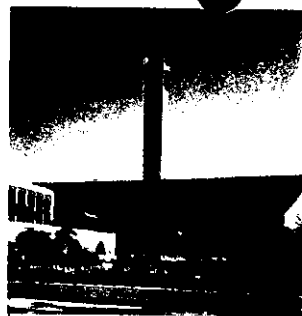
— The Editors, Time Magazine & The Princeton Review



USC

UNIVERSITY
OF SOUTHERN
CALIFORNIA

University Bookstores



The new School reflects the university's increased commitment to programs that focus on bridging the public, private and nonprofit sectors to address issues that impact the public good.
Robert Miller, Dean
The School of Policy, Planning, and Development



1
Tee shirt with embroidered design. In 100% cotton, from Team Trojan. White, black, cardinal (not shown) or oxford. S, M, L, XL, XXL. \$23.95

2
From Team Trojan, a generously sized cotton-poly crew sweatshirt with embroidered design in cardinal, black, oxford or light grey. S, M, L, XL, XXL. \$39.95

3
Tank top from Team Trojan is cotton with screen printed design on SC. Oxford, cardinal or white. S, M, L, XL. \$16.95

4
Team Trojan polar fleece jacket with snaps at wrist, pockets, zippered front. 100% poly in cardinal. S, M, L, XL, XXL. \$46.95

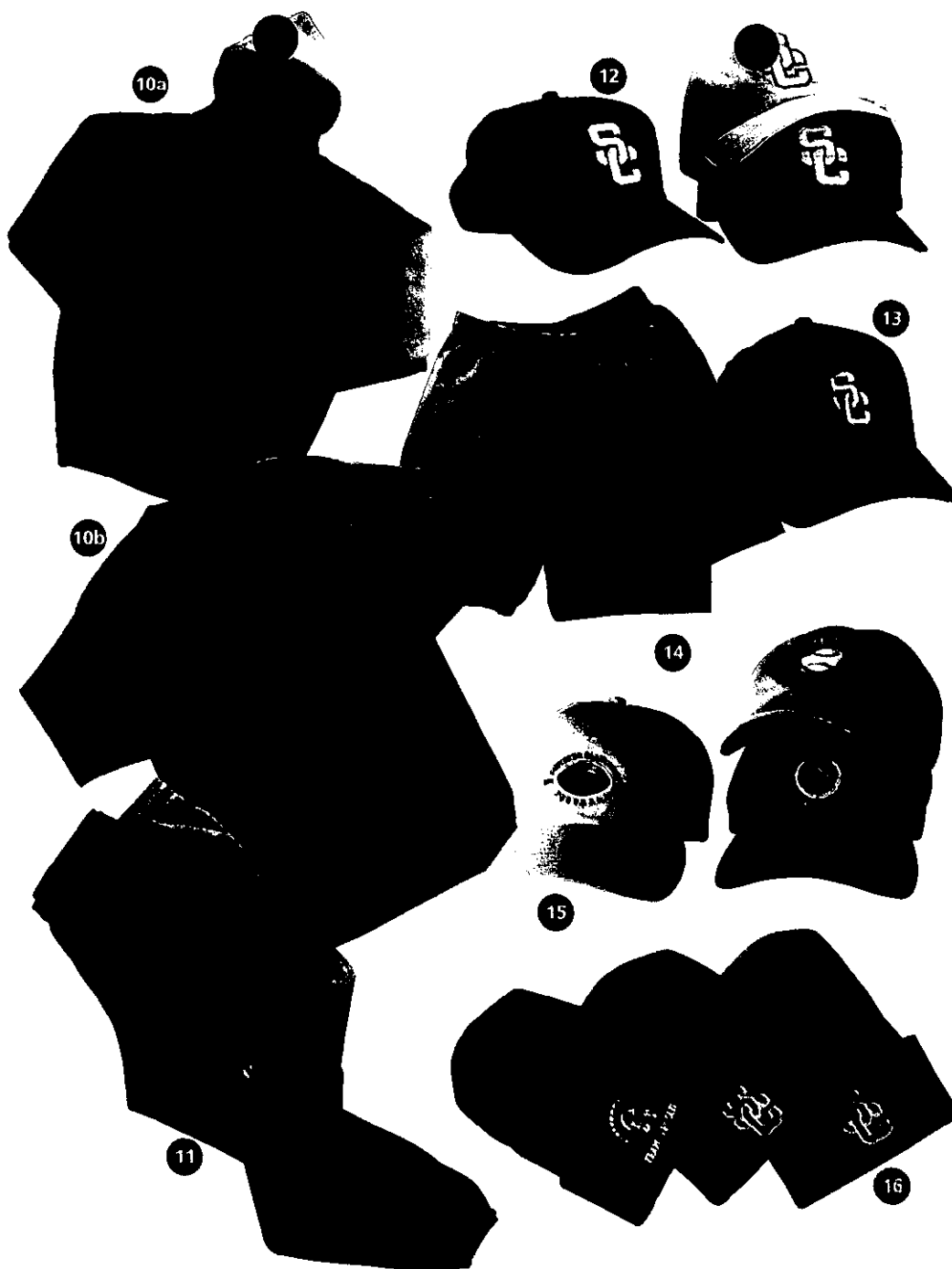
5
Three-button placket polo from Team Trojan. Cotton, with embroidered design. Cardinal, white, oxford or black. S, M, L, XL, XXL. \$36.95

6
SC tee shirt in 100% cotton from Team Trojan. White or oxford. S, M, L, XL, XXL. \$18.95

7
Football's your sport with a Team Trojan tee shirt in 100% cotton. In oxford. S, M, L, XL, XXL. \$18.95

8
From Team Trojan, sweatshirt with zip front, hood, dual pouch pockets. Cotton poly, in oxford. S, M, L, XL, XXL. \$46.95

9
Fleece-lined pullover from Team Trojan has zip opening. 80% cotton in oxford with cardinal trim at collar, waist and wrist. S, M, L, XL, XXL. \$29.95



10a

From Team Trojan, a sweatshirt with drawstring self-hood, pocket. In cotton-poly. Oxford or cardinal. S, M, L, XL, XXL. **\$26.95.**

10b

Long sleeve tee shirt from Team Trojan is preshrunk 90% cotton, with embroidered name. White or oxford. S, M, L, XL, XXL. **\$26.95**

11

Team Trojan sweatpants have embroidered design. Cotton-poly in oxford or cardinal. S, M, L, XL. **\$39.95**

12

Vintage hat with brushed cotton body from Team Trojan features felt applique Trojans, embroidered script on back, adjustable buckle. Khaki, cardinal or navy. One size fits most. **\$18.95**

13

Classic baseball hat with felt applique. From Team Trojan, in cardinal. Sizes 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8. **\$17.95**

14

100% cotton shorts from Team Trojan have elastic and drawstring waist, two side pockets. Black or oxford. S, M, L, XL. **\$27.95**

15

Team Trojan hat with adjustable back buckle. Your choice of football theme in tan, baseball in tan, or basketball in black. **\$18.95**

16

Keep your ears warm with a Team Trojan knit cap. Cardinal, black or oxford. One size fits most. **\$15.95**



46
Football replica jersey with number 55 in 100% nylon with mesh body, from Nike. Cardinal. M, L, XL, XXL **\$45.00**

47
Tommy Trojan is featured on this cotton-poly sweatshirt from Nike. Cardinal or oxford. M, L, XL, XXL. **\$50.00**

48
Hooded sweatshirt from Nike is fleece-lined. Features pouch pocket. Cotton with poly. Cardinal or oxford. M, L, XL, XXL. **\$60.00**

49
Nike's three-button polo has raglan sleeve for extra comfort. 100% cotton, in cardinal with gold trim. M, L, XL, XXL. **\$50.00**

50
Mesh tee shirt is 100% poly, from Nike. Cardinal. M, L, XL, XXL. **\$25.00**

51
Football tee-shirt from Nike is 100% cotton. Oxford. M, L, XL, XXL. **\$18.00**

52
USC Athletic Department tee-shirt in 100% cotton from Nike. Cardinal, white or oxford. M, L, XL, XXL. **\$18.00**

53
Distinctive stitching adds style to this long sleeve tee shirt from Nike. 100% cotton, in cardinal with gold. M, L, XL, XXL. **\$40.00**

54
Long sleeve football shirt from Nike. Cotton with poly, in oxford with cardinal. M, L, XL, XXL. **\$48.00**

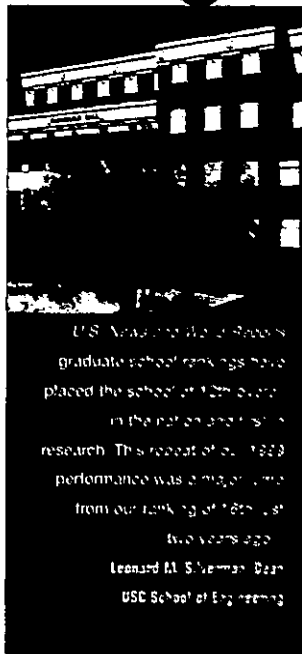
55
Swoosh flex fit hat from Nike is 98% cotton, 2% spandex for universal fit. In cardinal. **\$20.00**

56
100% cotton tee shirt from Nike features an athletic Tommy Trojan embroidery. Cardinal, white or oxford. M, L, XL, XXL. **\$22.00**

57
Football practice tee shirt in 90% cotton from Nike. Oxford. M, L, XL, XXL. **\$18.00**

58
100% cotton long sleeve tee-shirt from Nike is 100% cotton. Cardinal or oxford. M, L, XL, XXL. **\$23.00**

59
Adjustable buckle back hat has USC on front, the Nike Swoosh in back. Cardinal or white. **\$16.00**

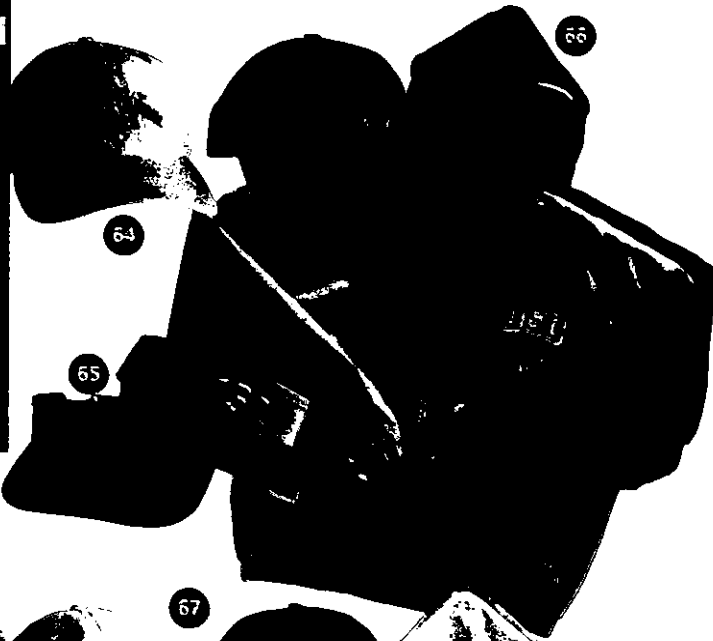


U.S. News and World Report's graduate school rankings have placed the school at 12th place in the nation and first in research. This repeat of a 1999 performance was a major jump from our ranking of 16th just two years ago.

Leonard M. Silverman, Dean
USC School of Engineering



63



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61



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62

Straw hat from Merge Left protects you from the sun. One size fits most. \$29.95

63

Classic Sportswear baseball hat comes in cardinal or black. Choice of adjustable or specify size (6 5/8, 6 3/4, 6 7/8, 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8 or 8). \$18.00

64

Hat from California Headwear has adjustable buckle on cotton back. In cardinal or tan, one size fits most. \$14.95

65

Twill cloth visor from California Headwear has buckles to adjust size. Cardinal or khaki. One size fits most. \$14.95

66

Hooded jacket from Gear for Sports is flannel-lined, with heavy duty zip front and locking drawstring hood. Nylon outer, poly/cotton/rayon lining make it machine washable. Cardinal or gold. S, M, L, XL, XXL. \$74.95

67

Cotton twill hat from California Headwear has buckle adjustment. White or khaki. \$14.95

68

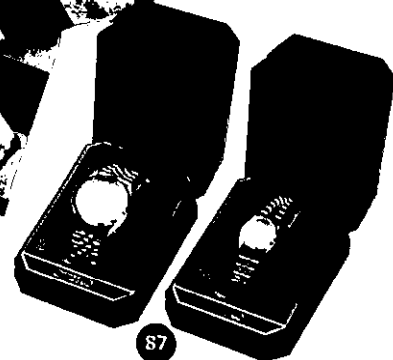
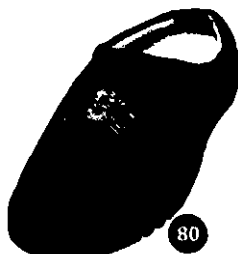
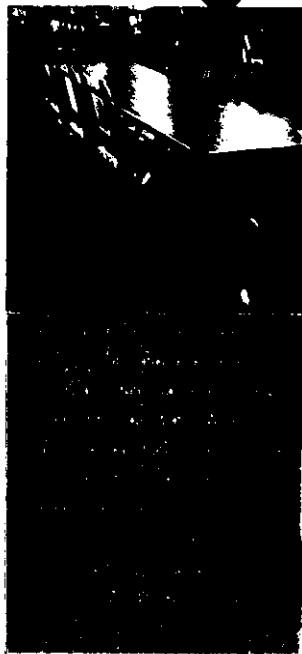
80% cotton sweatshirt from Gear for Sports has two side pockets, drawstring hood. Oxford or natural. S, M, L, XL, XXL. \$49.95

60

From Victory, a 100% cotton tee shirt with the USC seal. Grey or white. S, M, L, XL, XXL. \$14.95

61

Baseball hats with cloth sizing adjustments in back. From USC Private Label, structured hat in cardinal, black, tan or white with cardinal bill. \$17.95. From The Game, hat in gold (shown), cardinal, black or tan. \$17.95



80
From College Clogs, indoor-outdoor Hush Puppies clogs in non-staining cardinal suede with gold. Men's sizes 8 through 13 medium, women's sizes 6 through 11 medium. Whole sizes only. \$44.95

81
Canvas shoe from Team Shoe has thick sole for comfort, lots of USC i.d. for bragging. In white. Men's sizes 8 through 12 1/2. Women's sizes 6 through 10. Half sizes available. \$29.95

82
Classic letterman jacket from Dehen with slash pockets. Wool and leather. S, M, L, XL, XXL, \$199.95. XXXL, \$219.95

83
Traditional Rugby shirt in 100% cotton from Dehen with hidden 3 button placket. S, M, L, XL, XXL, \$49.95. XXXL, \$55.95

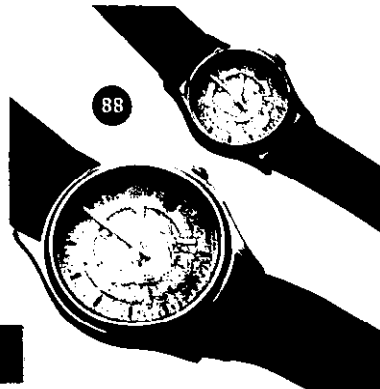
84
Socks from For Bare Feet in acrylic/nylon blend, with your choice of (A) fold-down top or (B) crew style. White. Sizes M (9-11) or L (10-13). \$7.95

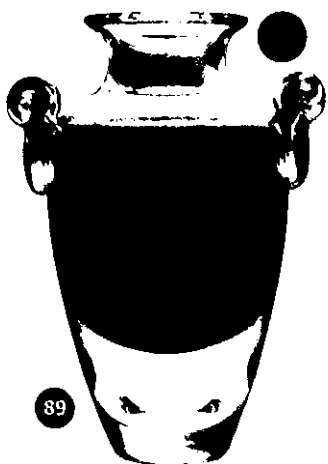
85
From Riddell: To wear or display, the authentic USC football helmet. \$275.00. Also, not shown, a full size replica football helmet, \$99.95, or smaller version (approximately 6" x 6"), \$24.95

86
Silk ties from Cambridge include your choice of (A) a wear-anywhere SC interlock design tie in cardinal or navy (not shown) and (B) an understated gold and cardinal stripe with seal design in cardinal. \$49.95 each

87
Gold and pewter bracelet with locking clasp make this Seiko watch from R&D Specialty suitable for any occasion, any wardrobe. Available in men's (seal in round face) and women's (seal in oval face). \$350.00

88
The USC Seal forms the engraved face of this handsome Seiko watch with your choice of black or brown leather band. Available in men's (round face) and women's (oval face) styles from R&D Specialty. \$250.00





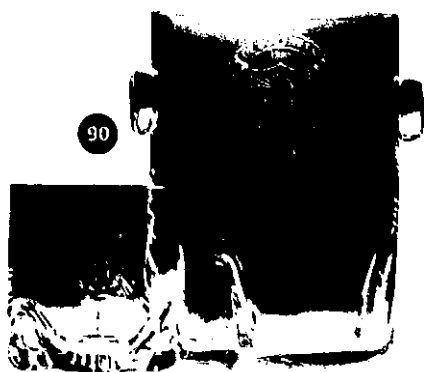
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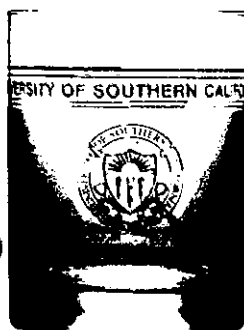
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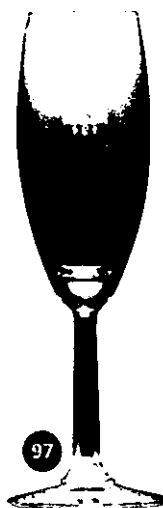
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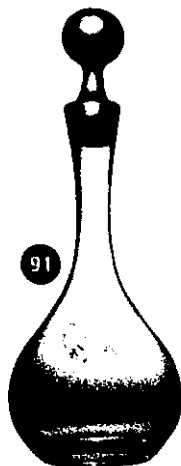
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93



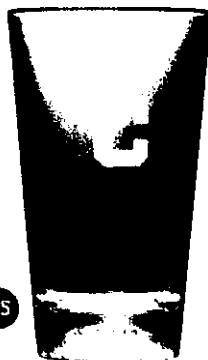
97



91



94



95



98

89
A handsome crystal urn vase with clean lines, etched USC seal, from Campus Crystal. Medium (7" high), \$114.95. Large (11" high), \$154.95

90
A crystal cylinder for the ice, plus four glasses to complete this set from Campus Crystal. Etched seal. Ice bucket is 7" high, glasses measure 3" x 3". \$89.95 for the set

91
From Campus Crystal, a round crystal decanter with etched seal. 14" high. \$84.95

92
Decanter holds 26 ounces of your favorite beverage. Etched seal, 8" high, from Campus Crystal. \$26.95

93
Cardinal and gold design set off this double old fashion glass from R&D Specialty. \$8.95

94
Classic SC shot glass from Tehotchke. \$4.95

95
A pilsner with frosted etching, to celebrate the football season in style. From Campus Crystal. \$9.95

96
The USC seal is etched on this wineglass from R&D Specialty. \$6.95

97
A champagne flute glass with etched seal from R&D Specialty. \$6.95

98
From R&D Specialty, a classic martini glass with USC etching. \$6.95

107

From Mundi, planner/organizers with a section for everything, including a pad with extra pages plus a streamlined pen. 6-ring version measures 3" x 6", with snap closure, \$34.95. 7-ring version is 5" x 8" with extra pouch, zip closures. \$39.95

108

Toss Tommy around. From Gibson Greetings, a Silly Slammer stuffed Trojan head. Plays the fight song and declares "Go Trojans!" on impact. \$7.95

109

"The Heritage of USC" highlights the outstanding architecture and beautiful campus of USC in a 48 page picture book. \$19.95

110

3' x 5' flag with appliquéd design is double sided, with header and brass grommets. From University Flag & Blanket. \$49.95

111

Desk folders from Dart feature the durability of vinyl with the look of leather. Interior diagonal pocket, business card slots, pen loop and letter-sized pad included. Your choice of (A) seal or (B) logo design in gold on burgundy (shown) or black. \$18.95 each

112

For four-legged Trojan fans, a sturdy leash from Pets Collegiate Wear, with swivel snap. \$17.95

113

A matching dog collar from Pets Collegiate Wear has buckle closure. 16", 20", 24", 26" or 28". \$16.95

114

Tommy Trojan USC flag from R&D Specialty is 28" x 48". Leather tabs, pole connection. \$26.95

115

House banner with appliqué is 2'x3'. From University Flag & Blanket. \$39.95

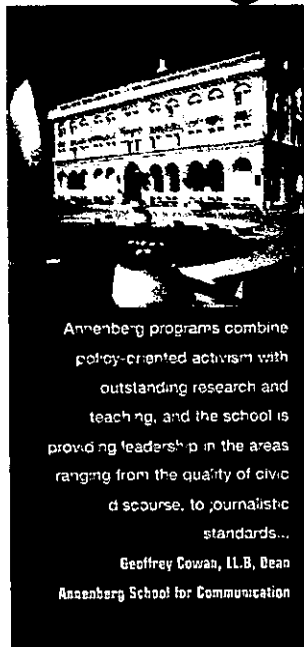
116

8 oz. USC candles contained in a can for easy portability, from Collegiate Candle. Your choice of citrus or melon. \$12.50 each

117

Glass holds a USC candle from Collegiate Candle. \$14.95



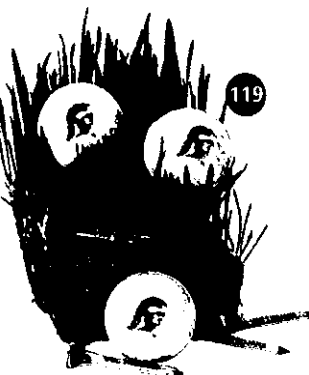


Annenberg programs combine policy-oriented activism with outstanding research and teaching, and the school is providing leadership in the areas ranging from the quality of civic discourse, to journalistic standards...

Geoffrey Cowan, LL.B., Dean
Annenberg School for Communication



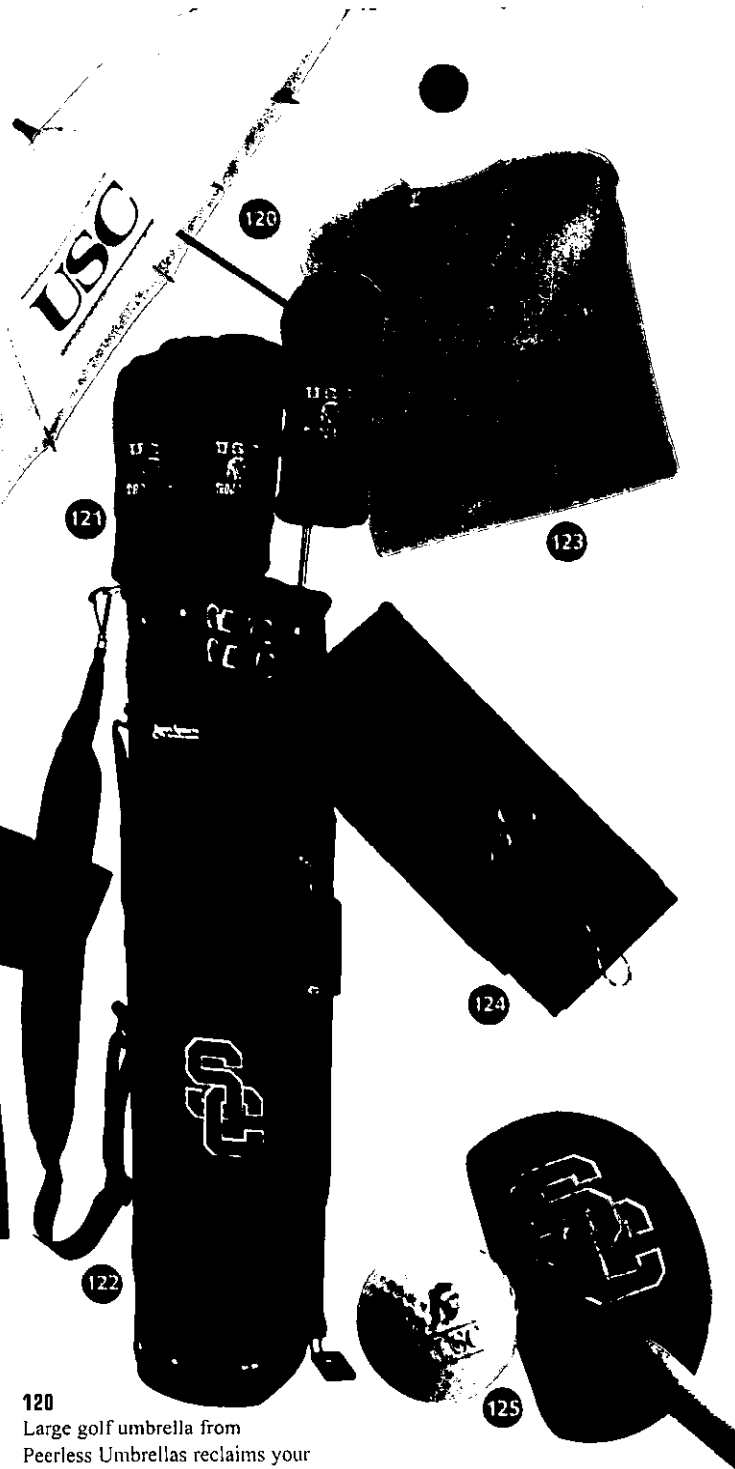
118



119

118
Created by Reyn Spooner for Team Trojan, this cotton-poly shirt combines Trojan designs with Hawaiian motif in reverse print. M, L, XL, XXL. \$62.50

119
A see-through tube holds three Wilson golf balls and a supply of tees. From R&D Specialty. \$9.95



120

121

123

124

125

120
Large golf umbrella from Peerless Umbrellas reclaims your USC affiliation. Features Velcro tab closure, wood design handle. \$29.95

121
Protect your golf clubs with plush velour outside, fleece-lining inside, with this set of four covers by R&D Specialty. \$85.00/set

122
Jones Sports built this golf bag for convenience and strength. Lots of storage pockets inside and out, with a handy resting stand on the outside, plus its light weight. Padded carry strap. In cardinal. \$198.95

123
100% cotton sweater from Vantage is offered in your choice of V-neck or crew neck. Natural, with cardinal embroidery. S, M, L, XL, XXL. \$69.95

124
The Links Collection features heavy duty cotton golf towel with gold embroidery. \$14.95

125
Lexel True Tac putter with graphite shaft helps you win the game while declaring your Trojan allegiance. From R&D Specialty. \$99.95

140

Wool needlepoint front, cotton plush back, and poly fill on this 12" square pillow from C&F. Removable cover. \$44.95

141

Cardinal coffee mug from Pigskins has stylized Tommy Trojan embedded design. \$11.95

142

Trojan bed set from Creative Energies is cotton-poly and includes a duvet, fitted bottom sheet, top sheet and pillow case. Duvet is cardinal with gold imprint, measuring approximately 78" x 5'4", with Velcro closures that make it easy to encase a comforter. Sheets are 180 thread count, with bottom in cardinal,

top sheet in gold with cardinal imprint, and a gold pillowcase with cardinal Tommy Trojan. Your choice of twin, \$74.95 for the set, or twin long, \$79.95 for the set.

143

The Trojan football calendar from Pure Image covers a 16-month year, from 2000 through 2001, and includes the football schedule. \$11.95

144

On one side, Traveler. On the other, Fight On. A mug from R&D Specialty, \$5.95

145

Favorite CD for Trojan Band fans: (A) A Silver Celebration, recorded on the field or (B) In Studio, the Millennium CD recorded on a sound stage. \$14.95 each

146

A rubber door mat with a big Trojan welcome for visitors, from Alumni Group. \$34.95

147

A delightful plush toy version of Traveler has removable cardinal and gold saddle pad and plays Fight On when squeezed. From It's All Greek To Me. \$24.95

148

Tirebiter is a scruffy and lovable stuffed friend with USC cap and scarf. From It's All Greek to Me. \$24.95





149
Denim romper from Team Trojan has button-down straps, 3-snap bottom. 6M, 12M, 18M, 24M. \$32.95

150
For small Trojans, a Team Trojan cotton onesie in oxford. 6M, 12M, 18M, 24M. \$17.95

151
Authentic song girl uniform by Albion. Hand washable acrylic sweater and skirt in white. 2T, 4T, 6, 8, 10, 12, 14. \$95.00

152
Snoopy and Woodstock are featured on in this tee shirt from 3rd Street Sportswear. In 100% cotton. S, S, M, L, XL. \$16.95

153
Heavy duty cotton/poly pullover sweatshirt has dual snaps at neck, two-way pouch pocket. From Russell Athletic. Youth sizes S, M, L, XL. Cardinal or grey. \$27.95

154
For young Trojans, an adjustable-back kid's hat from Victory. Cardinal. Infant, toddler or youth sizes. \$15.95

155
From 3rd Street Sportswear, Snoopy and Woodstock as Trojans on a 100% cotton tee shirt. White. 2T, 3T, 4T, \$14.95. S, M, L, XL, \$16.95

156
A football tee shirt features Snoopy. From 3rd Street Sportswear, in 100% cotton. Oxford. S, S, M, L, XL. \$16.95

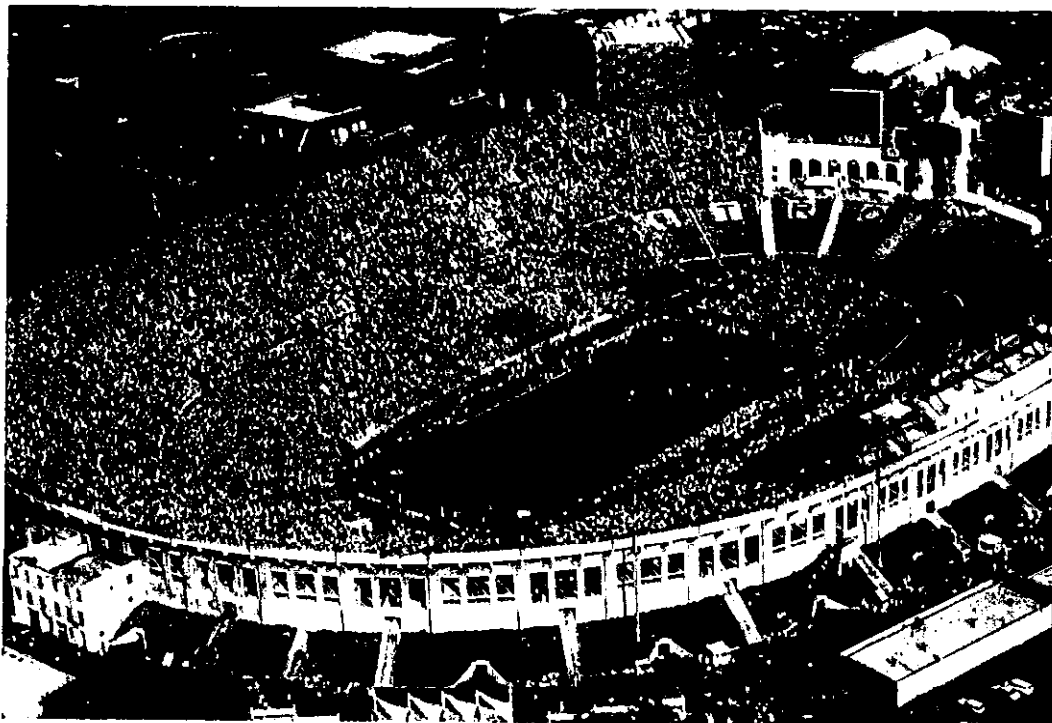
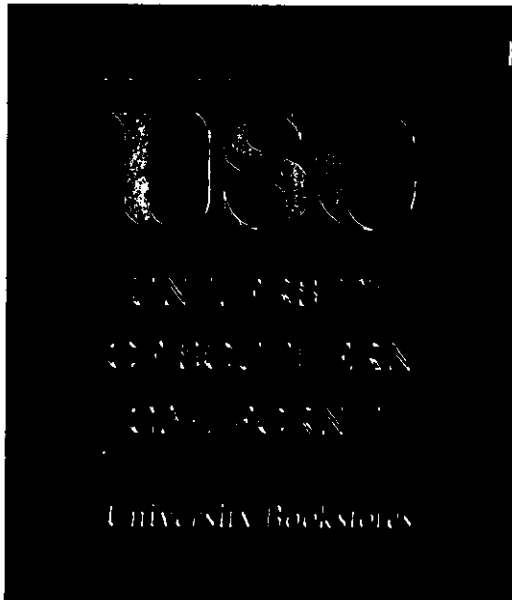
157
Zip-front hooded sweatshirt pairs with sweatpants above. Cotton-poly, with full-length extra-strong zipper, two slash pockets. Cardinal. 6M, 12M, 18M, 2T, 3T, 4T, 5T, \$27.95. S, M, L, XL, \$34.95

158
Pull on sweatpants with elastic at waist and ankle. From 3rd Street Sportswear, in cotton-poly with embroidered USC Trojans. Cardinal. 6M, 12M, 18M, 2T, 3T, 4T, 5. \$18.95

159
Top Sox baby booties are acrylic-nylon with soft fleece lining. White with cardinal or gold with cardinal. Infant size. \$5.95

10

University Bookstores
12/1/77





3A. Gear for Sports Arch jacket. Cardinal, gold.
S-2XL. \$51.95

3B. Russell Athletic hood. Felt letters. Navy,
cardinal, charcoal. S-2XL. \$48.95 Crew \$42.95

3C. Gear for Sports Varsity jacket. Cardinal.
S-2XL. \$59.95 3XL \$64.95

3D. Gear for Sports Micro fleece. Oxford.
S-2XL. \$46.95

3E. Gear for Sports 1/4 zip fleece. Natural.
S-2XL. \$59.95

3F. Jansport crewneck fleece. Felt letters.
Cardinal, navy. S-2XL. \$41.95

3G. Gear for Sports 100% cotton T-shirt. Classic
full chest embroidery. Cardinal, oxford, gold.
S-2XL. \$21.95

3H. Jansport long sleeve t-shirt. Oxford, white.
S-2XL. \$26.95

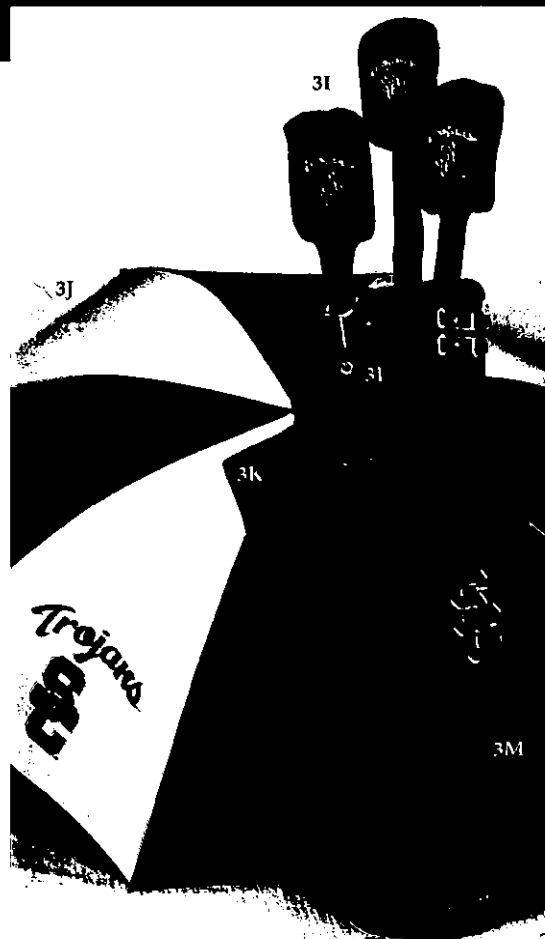
3I. Team Golf golf club covers. Set of 3. \$39.95

3J. Storm Duds 62" oversized sport umbrella.
Cardinal and gold. \$19.95

3K. Devant golf bag carrier. \$99.95

3L. Devant golf towel. \$12.95

3M. Jones Sports golf bag. \$225.00
\$10.00 additional shipping.





5A. USA Player Mom T-shirt. White, Cardinal.
S-2XL. \$24.95

5B. Ladies heavy duty canvas tote. Dual
reinforced straps, pockets inside & out. \$34.95

5C. Gear for Sports women's nylon jacket. Gold.
S-XL. \$51.95

5D. Gear for Sports women's nylon pant with
left leg design to match the jacket. Black.
S-XL. \$36.95

5E. Russell Athletic 100% cotton T-shirt. Hawaiian
print. Cardinal, oxford. S-2XL. \$13.95

5F. Russell Athletic fleece hood. Hawaiian print.
Cardinal, oxford. S-2XL. \$32.95

5G. Reyn Spooner original Hawaiian print shirt.
S-2XL. \$62.50



5H. Capri Glassware 8 1/2 oz. wine glass with
frosted seal. \$6.95

5I. Capri Glassware 6 oz. champagne glass with
frosted seal. \$6.95

5J. Capri Glassware 7 1/2 oz. martini glass with
frosted seal. \$6.95

5K. Capri Glassware fluted shot glass with
interlocking SC. \$4.95

5L. Capri Glassware 14oz. executive double
old fashion with deep etched interlocking SC.
\$8.95





8N. Etch-It, Inc. Party Cups. Scratch your own name on your cup! 12 pack \$2.95 50 pack \$8.95

www.uscthestore.com

8A. Nike Flex-fit polyester pique collegiate cap. Cardinal. \$22.00

8B. Fotoball Autograph Football white paneled football. \$24.95

8C. Riddell Authentic & Replica football helmet. Authentic. \$275.00 Replica. \$99.95 Mini desk-top. \$24.95

8D. Nike 100% nylon replica football jersey. White, cardinal. M-2XL \$45.00

8E. Nike polyester pique collegiate visor. Cardinal. \$18.00

8F. Russell Athletic Coaches jacket. Cardinal. M-2XL. \$79.95

8G. Nike 100% cotton long sleeve white mock neck T-shirt. M-2XL. \$28.00

8H. Nike fleece hood. Cardinal, oxford M-2XL. \$60.00

8I. Nike 100% cotton T-shirt. Cardinal, oxford. M-2XL. \$18.00

8J. Outdoor Products canopy chair. \$69.95. \$10.00 additional shipping. Chair only. \$49.95 \$5.00 additional shipping.

8K. Neon Design Neon light. Cardinal and gold. SC \$169.95 USC \$224.95 \$17.00 additional shipping. Allow 2 weeks for deliver.

8L. R & D Coleman Grill. Lightweight and compact party grill. (Propane) \$119.95

8M. PK Products chip & dip snack bowl helmet. \$46.95

9A. Team Trojan 90% cotton/10% polyester pre-shrunk athletic T-shirt. Oxford. S-2XL. \$18.95

9B. Nike 100% cotton sleeveless T-shirt. White. M-2XL. \$18.00

9C. Team Trojan sized baseball cap. Cardinal. 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8. \$17.95

9D. Team Trojan vintage cap. Cardinal, navy, black, stone. One size fits all. \$18.95

9E. Nike lightweight mesh short with interlocking SC. Cardinal. M-2XL. \$28.00

9F. Team Trojan 90% cotton/10% polyester pre-shrunk Sports T-shirt. Baseball, Football, Basketball. Oxford, cardinal. S-2XL. \$17.95



9G. Gary Mandel USC Trojan Custom gear bag. Cardinal. \$49.95

9H. MCM foam hands. Give your team a big hand! Small. \$3.95
Large. \$6.95

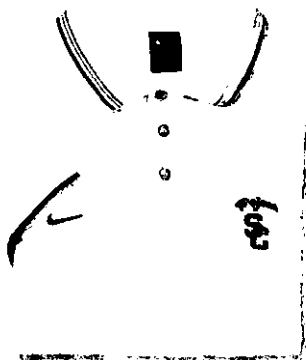
9I. R & D seat cushions. Excellent comfort for all spectator sports. \$5.95

9J. MV Sport Pro-Weave fleece stadium blanket. \$34.95

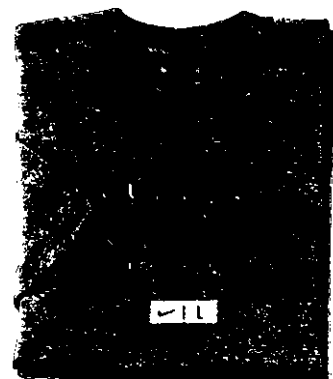
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9K. Nike 100% cotton long sleeve T-shirt. White, cardinal. M-2XL. \$23.00



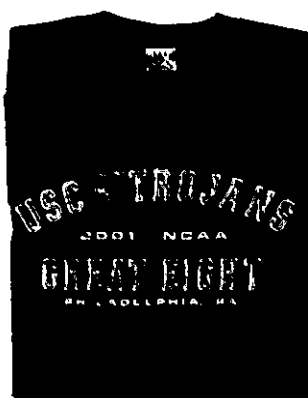
9L. Nike 60% cotton/40% polyester relaxed fit jacquard knit shirt. White, cardinal. M-2XL. \$50.00



9M. Nike football T-shirt. Oxford, cardinal. M-2XL. \$18.00



10A. Gear for Sports 90% cotton/
10% polyester printed Sweet 16
T-shirt. Oxford. S-2XL. \$18.95



10B. Gear for Sports 100% cotton
printed Great 8 T-shirt. Cardinal.
S-2XL. \$19.95



10C. Victory 100% cotton printed
seal T-shirt. White, cardinal,
grey. S-2XL. \$14.95

10D. Pigskins Glassware
Tommy Trojan mug. \$11.95

10E. R & D bistro mug. \$7.95

10F. R & D Glassware 12 oz.
Traveler mug. With "Fight
On!". \$5.95

10G. Capri Glassware 16 oz.
etched seal mug. With or
without alumni. Please
specify. \$12.95



10H. Team Trojan brushed twill cap.
Cardinal, white. One size fits all.
\$18.95

10I. Team Trojan 90% cotton/10%
polyester pre-shrunk tank top.
Oxford, cardinal, white. S-XL.
\$16.95

10J. Champion printed USC mesh
short. Cardinal, black. S-XL. \$27.95



13A. Winning Streak Sports interlocking SC pennant. \$29.95

13B. Team Trojan 50% polyester 50% cotton embroidered hood. Cardinal, oxford. S-2XL. \$46.95

13C. Russell Athletic fleece. Tackle twill letters. Black, cardinal, white, oxford. S-2XL. Hood \$44.95 Crew \$36.95

13D. Team Trojan embroidered 100% cotton T-shirt. Cardinal, white, oxford, black. S-2XL. T-Shirt \$23.95 Long Sleeve T-shirt white and oxford only. \$26.95

13E. Russell Athletic sweatpants. Tackle twill letters. White, cardinal, oxford, black. S-2XL. \$36.95

13F. Team Trojan embroidered pocket short. Oxford, black. S-XL. \$27.95



13G. Jansport hood. Charcoal, navy. S-2XL. \$44.95

13H. Russell Athletic USC Trojans. Oxford. S-2XL. Hood. \$34.95 T-shirt. \$14.95

13I. Dehen Jackets 100% wool Letterman's jacket. Embroidered interlocking SC and leather sleeves. Cardinal. S-2XL. \$199.95 3XL. \$219.95

13J. Tchotchke's Mom mug. \$7.95

13K. R & D football glass. \$6.95

13L. Tchotchke's Dad mug. \$7.95

13M. Capri Glassware Traveler Mug. \$5.95







FOOTBALL

1928 1931
1932 1962
1967 1972
1974 1978

BASEBALL

1948 1958
1961 1963
1968 1970
1971 1972
1973 1974
1978 1998

WATER POLO (men's)

1998

WATER POLO (women's)

1999

VOLLEYBALL (men's)

1977 1980
1988 1990

VOLLEYBALL (women's)

1976 1977
1980 1981

TENNIS (men's)

1946 1951
1955 1958
1962 1963
1964 1966
1967 1968
1969 1976
1991 1993
1994 2002

TENNIS (women's)

1977 1977
1978 1979
1980 1983
1985

SWIMMING & DIVING (women's)

1997

SWIMMING & DIVING (men's)

1960 1963
1964 1965
1966 1974
1975 1976
1977

TRACK & FIELD (men's)

1926 1930
1931 1935
1936 1937
1938 1939
1940 1941
1942 1943
1949 1950
1951 1952
1953 1954
1955 1958
1961 1963
1965 1967
1968 1976

TRACK & FIELD (women's)

2001

INDOOR TRACK & FIELD (men's)

1967 1972

BASKETBALL (women's)

1983 1984

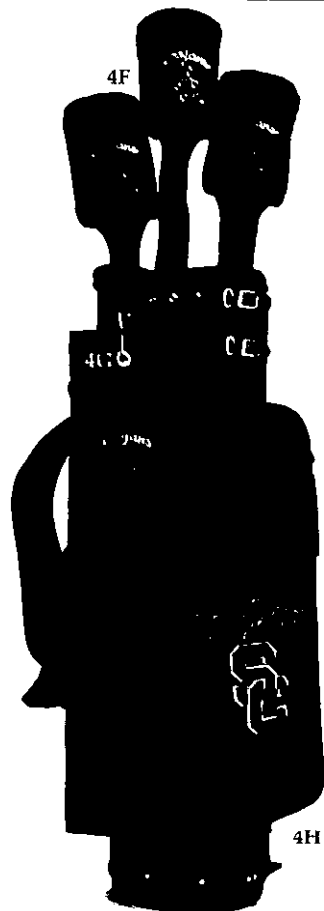
GYMNASTICS (men's)

1962

2002-2003 CATALOG

USC

UNIVERSITY
OF SOUTHERN
CALIFORNIA



4A. Gear for Sports cotton/polyester performance fabric herringbone knit shirt. Black. S-2XL. **\$54.95**

4B. Gear for Sports 100% polyester peached finish microfiber windshirt. Side seam pockets. Cardinal, black, stone. S-2XL. **\$52.95**

4C. Gear for Sports Nylon/Polyester Logan Jacket. Black, stone. S-2XL. **\$74.95**

4D. Russell Athletic 100% cotton long sleeve mock neck t-shirt. Cardinal. M-3XL. **\$29.95**

4E. Gear for Sports classic knit shirt. Cardinal, natural. S-2XL. **\$42.95**

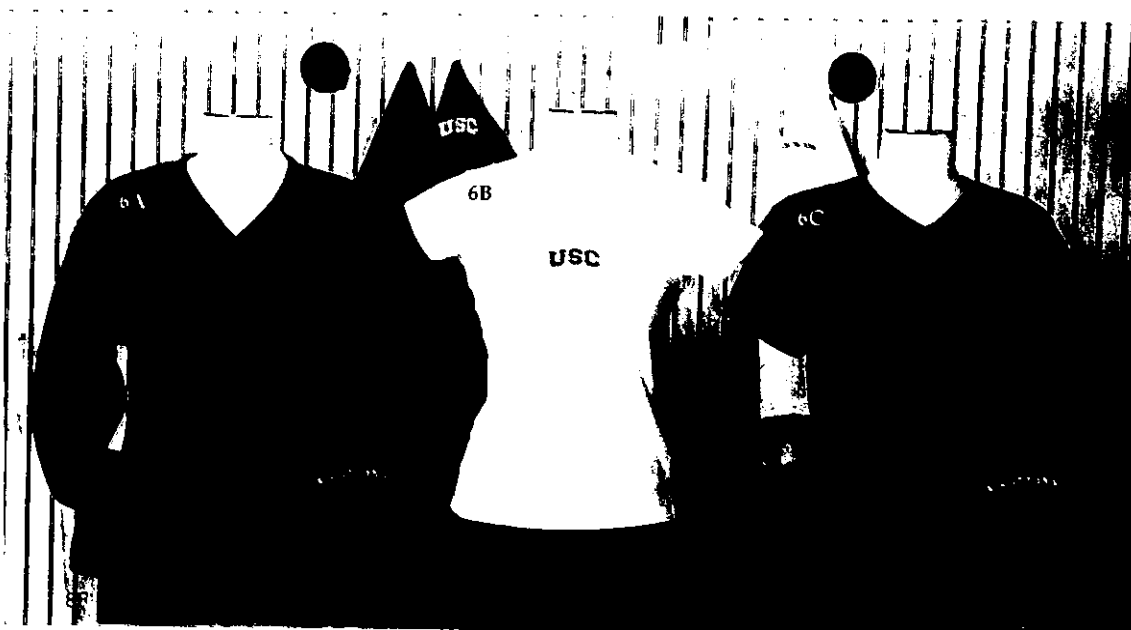
4F. Team Golf boxed set of 3 golf club covers. Cardinal. **\$39.95**

4G. Team Golf tri-fold golf towel. Cardinal. **\$16.95**

4H. Jones Sports golf bag. Black. **\$249.95.** Additional \$10.00 shipping.



*337 Olympians
104 Gold Medals*



**1 National
Championship**



6A. Camp David women's 100% cotton light weight french terry v-neck sweatshirt. Ribbed cuff, hem and neck. Cardinal. S-XL. \$39.95

6B. Heritage 95% cotton/5% lycra women's t-shirt. Cardinal, black, white. XS-L. \$21.95 This item is very fitted.

6C. Camp David women's v-neck t-shirt. White, cardinal. S-XL. \$17.95

11A. Team Trojan SC visor. Stone, cardinal, black. One size. \$15.95

6D. Mandel Back Pack. \$54.95

6E. Gear for Sports 100% nylon shell women's jacket. Front, inside valuables and cell phone pockets. Cardinal. S-XL. \$54.95

6F. Mandel Tote Bag. Cardinal. \$19.95

6G. Ad Hoc stainless steel mug stacker. Mugs sold separately. \$22.95

6H. Ad Hoc stainless steel coffee mug. \$15.95 each

6I. Capri Glassware cardinal alumni mug. \$7.95

6J. R&D Specialty seal mug. Black with gold seal, Cardinal with gold seal. \$7.95
White with cardinal seal. \$5.95

6K. R&D Specialty white Traveler mug. \$5.95

6L Tchotchke's bistro mug with USC Trojans and SC interlocking logo. \$7.95





2 National Championships

8A. Russell Athletic crewneck sweatshirt. Tackle twill letters. White, oxford, black, cardinal. S-2XL. **\$38.95**

8B. Russell Athletic fleece hood. Tackle twill letters. Black, White, Cardinal, Oxford. S-2XL. **\$48.95**

8C. Russell Athletic sweatpants. Tackle twill letters. Cardinal, white, black, oxford. S-2XL. **\$36.95**

8D. Collegiate Pacific felt pennant. Cardinal. 12"x30". **\$11.95**

8E. Team Trojan cap. Cardinal. 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8. **\$17.95**

8F. Team Trojan SC visor. Stone, cardinal, black. One size. **\$15.95**

8G. Gear for Sports 100% nylon varsity jacket. 100% polyester lining. Cardinal. S-2XL. **\$59.95**

8H. Team Trojan beanie. Cardinal, black. One size. **\$15.95**

8I. Dehen Jackets 100% wool Letterman's jacket. Embroidered interlocking SC and leather sleeves. Cardinal. S-2XL. **\$199.95**

8J. Russell Athletic 100% nylon water resistant coaches jacket. Cardinal. S-2XL. **\$59.95**

8K. Russell Athletic 100% nylon water resistant wind pant. Cardinal. S-2XL. **\$39.95**



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9A. Heritage 100% cotton t-shirt. White, oxford, cardinal. S-2XL. \$14.95



9B. Russell Athletic 100% cotton t-shirt. Cardinal, oxford. S-2XL. \$16.95



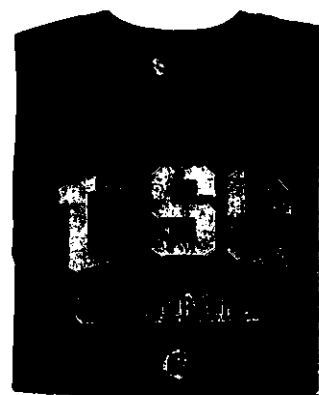
9C. Jansport 100% cotton t-shirt. White, oxford. S-2XL. \$26.95



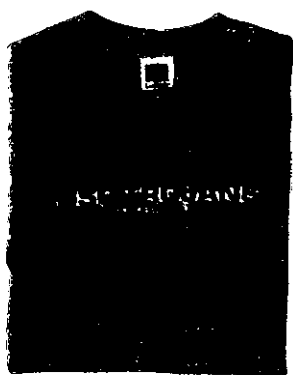
9D. Team Trojan 100% cotton t-shirt. Cardinal. S-2XL. \$21.95



9E. Gear for Sports Dominance t-shirt with USC vs. UCLA football history. Lists game scores from 1929-2001. Oxford. S-2XL. \$21.95



9F. Team Trojan 90% cotton/10% polyester pre-shrunk sports t-shirt. Other sports available. Cardinal, oxford. S-2XL. \$17.95



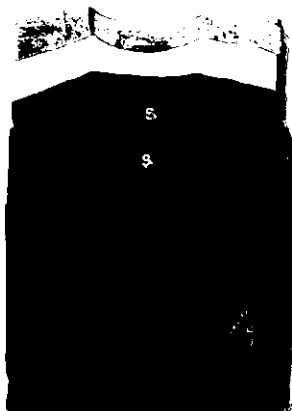
9G. Heritage sport t-shirt. Oxford. S-2XL. \$14.95



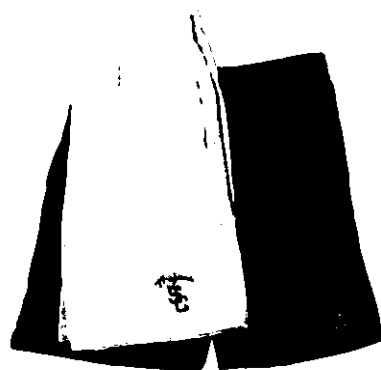
9H. Russell Athletic 100% cotton shorts. Oxford, cardinal. S-2XL. \$15.95



9I. Team Trojan 90% cotton/10% polyester pre-shrunk athletic t-shirt. Oxford. S-2XL. \$18.95



9J. Team Trojan 100% cotton embroidered t-shirt. White, cardinal, black, oxford. S-2XL. \$23.95 Long sleeve. White, oxford. S-2XL. \$26.95

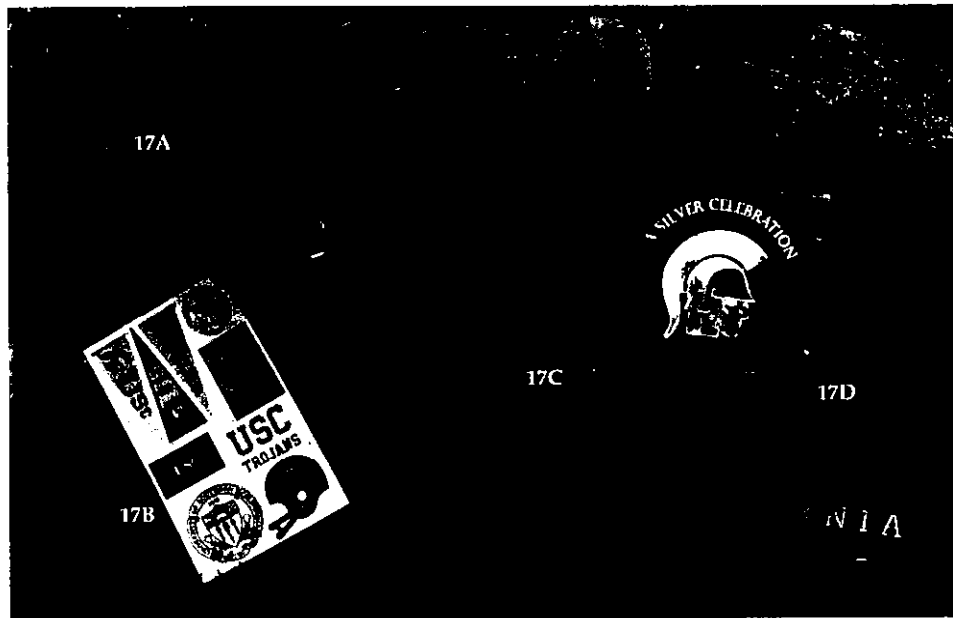


9K. Team Trojan embroidered pocket short. Black, oxford. S-2XL. \$27.95



9L. Team Trojan 90% cotton/10% polyester pre-shrunk tank top. Cardinal, oxford, white. S-XL. \$16.95

1-800-447-8620



- 17A. Pine Decals long strip car decal. \$1.50
 17B. DK & Me 2 sheets of acid free USC stickers. \$4.25
 17C. USC Band CD. Spirit of Troy in studio, featuring the latest recording from the USC marching band. \$14.95
 17D. USC Band CD. A Silver Celebration, celebrates 25 years of the Spirit of Troy. \$14.95

Use the following charts to determine your size, then order with confidence...

Hats and Caps:

Measure around the largest part of the head with tape above the brow. Convert to hat size using the chart below.

Neck:

Measure a shirt collar that fits you well. Lay collar flat. Measure from center of collar button to far end of button hole.

Chest/Bust:

Men - Measure just under the arms and across shoulder blades holding tape firm and level. Women - Measure likewise at the fullest point of bust.

Waist/Hips:

Waist - Measure around your waist where you normally wear slacks or trousers. Hips - measure around the fullest point of seat while standing

Body Measurements

Size	S	M	L	XL	XXL
Neck	14-14½	15-15½	16-16½	17-17½	18-18½
Chest/Bust	34-36	38-40	42-44	46-48	50-52
Waist/Hips	28-30	32-34	36-38	40-42	44-46

Hat Sizes

Size	XS	S	M	L	XL
Head Meas.	6½	6¾-6⅞	7-7⅞	7¼-7⅝	7½-7¾
Hat Size	20¾	21⅝-21¾	21¾-22¼	22¾-23	23½-24¼

Children's Body Measurements

Size	Size	Age	Height	Chest	Waist
2		1-2	34-38	20-21	20
4		3-4	39-43	22-23	21
6	XS	5-6	44-48	24-25	22
8	S	7-8	49-53	26-27	23
10-12	M	9-10	54-58	28-30	24-25
14-16	L	11-12	59-63	32-33	26-27



18A. It's All Greek To Me cardinal & gold plush USC sculpture. \$12.95

18B. Baden Sports Future Hall of Famer Sport Pack. Includes mini football, mini soccer ball, mini basketball and bear. \$19.95

18C. Fotoball Sports basketball. \$14.95

18D. For Bare Feet white crew socks. 9-11, 10-13. \$7.95

18E. For Bare Feet white turn down socks. 9-11, 10-13. \$7.95

Our Guarantee

If you are not completely satisfied, we will gladly replace the merchandise or refund the purchase price. Shipping charges are non-refundable. Prices, availability, items and/or specifications are subject to change without notice.

Exchange and Returns

Merchandise returned for exchange or refund will receive our prompt attention. When returning merchandise, please use the Return Form enclosed with your order and send to:

USC Catalog Return Department
830 Childs Way, Suite 25
Los Angeles, CA 90007

For your protection, we recommend UPS.

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USC Medical Center: Health Science Bookstore
USC Campus: Dental Bookstore
For more information, please call 1-800-447-8620.

Alumni Involvement

The USC General Alumni Association (GAA), headquartered in Widney Alumni House, was founded to help Trojans maintain vital connections to USC. For more information on GAA involvement, opportunities, services, and events, please call 1-800-447-8620.

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12 National Championships



11A. Team Trojan SC visor. Stone, cardinal, black. One size. **\$15.95**

11B. Team Trojan Bucket Hat. Stone. S/M, L/XL. **\$18.95**

11C. Team Trojan Reyn Spooner shirt. Cardinal. S-2XL. **\$62.50**

11D. Team Trojan Hawaiian shirt. Cardinal. S-2XL. **\$55.00** 3XL. **\$59.00** 4XL. **\$62.00**

11E. Russell Athletic Traveler hood. Cardinal. S-2XL. **\$39.95**

11F. Russell Athletic 55% cotton/45% polyester collegiate hood. Cardinal, oxford. S-2XL. **\$34.95**

11G. Russell Athletic Traveler crewneck sweatshirt. Cardinal, oxford. S-2XL. **\$32.95**
T-shirt. Cardinal, oxford. S-2XL. **\$19.95**

11H. Russell Athletic 100% cotton collegiate t-shirt. Gold, white, oxford, cardinal. S-2XL. **\$15.95**

11I. Outdoor Products Canopy Chair. Cardinal. **\$69.95**. Without Canopy **\$49.95**

11J. Storm Duds golf umbrella with business card holder handle. Cardinal and gold. **\$24.95**

11K. Storm Duds rain poncho. Cardinal with gold imprint. One size. **\$15.95**

11L. Gary Mandel USC Trojan duffel bag. Cardinal. **\$49.95**

www.uscthestore.com 11



12A. Nike 80% Nylon/20% polyester Snap Count Jacket. Full zip, mesh lined, banded bottom. Cardinal. M-2XL. \$60.00

12B. Nike 100% nylon replica jersey. Cardinal. M-2XL \$50.00 100% polyester. White. M-2XL. \$50.00

12C. Nike 100% polyester pullover Drop Back Shell. Mesh lining, satin piping on front and sleeves, knit rib collars, cuffs and waistband. Cardinal. M-2XL. \$60.00

12D. Nike engineered and textured stripe pattern Accuracy Knit Shirt. Relaxed fit, 3 button placket. Cardinal. M-2XL. \$55.00

12E. Nike Team Knit Shirt. Relaxed fit, knit rib collar and cuffs. Cardinal. M-2XL. \$45.00

12F. Nike 100% cotton long sleeve Banner t-shirt. Cardinal, white. \$24.00

12G. Nike 100% polyester Dri-Fit Knit Shirt. White. M-2XL. \$55.00

12H. Nike 100% cotton Practice t-shirt. Cardinal, oxford. \$20.00

12I. Nike Flex Cap. White, cardinal. One size. \$21.00

12J. WinCraft snack bowl helmet. \$49.95

12K. Riddell authentic football helmet. Authentic. \$275.00 Replica. \$99.95 Mini desk-top. \$24.95

12L. R&D Specialty foam hands. \$6.95

12M. R&D Specialty USC woven blanket. \$49.95



14A. Third Street Seal t-shirt. Oxford, cardinal. 6M, 12M, 18M, 2T, 3T, 4T, 5, S-XL. \$13.95

14B. Russell Athletic youth t-shirt. Cardinal, oxford. S-XL. \$13.95

14C. Third Street Snoopy USC t-shirt. Cardinal. 2T, 3T, 4T, 5. \$14.95 S-XL. \$16.95

14D. Third Street Snoopy Pennant t-shirt. White. 2T, 3T, 4T, 5, 6M-18M. \$14.95 S-XL. \$16.95

14E. Third Street 50% cotton/50% polyester jacket. Cardinal. 2T, 3T, 4T, 5. \$39.95 S-XL. \$44.95

14F. Russell Athletic youth hood. Tackle twill letters. Cardinal, oxford. S-XL. \$34.95



14D



14B



14G. Russell Athletic youth sweatpants. Tackle twill letters. Cardinal, oxford. S-XL. \$29.95

14H. Russell Athletic youth sweatshirt. Tackle twill letters. Cardinal, oxford. S-XL. \$29.95

14I. Team Trojan SC cap. Cardinal. Infant, Toddler, Youth. \$15.95

14J. Third Street girls outfit. Cardinal, oxford. 2T, 3T, 4T, 5, 6, 7, 8. \$36.95



14K

14M

14L

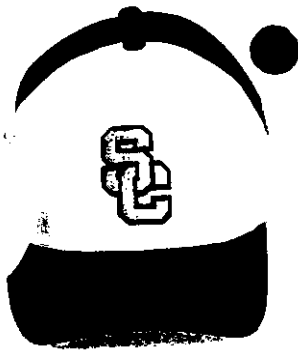
14N

14K. Sun Hog holiday lights with Tommy Trojan and USC logo lights. \$19.95

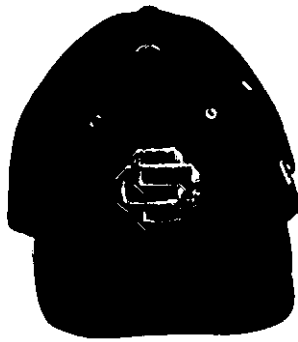
14L. Collegiate Collectibles Wish List Santa. Santa holding little cheerleader. Also available in Santa holding boy in football jersey. \$44.95

14M. Summit Tommy Trojan statue. \$18.95

14N. Collegiate Collectibles Tommy Trojan ornament. \$10.95



16A. Team Trojan SC baseball cap. White, cardinal. One size. \$18.95



16B. New Era baseball cap. Cardinal, black. 7, 7 1/8, 7 1/4, 7 3/8, 7 1/2, 7 5/8, 7 3/4, 7 7/8, 8. \$18.00



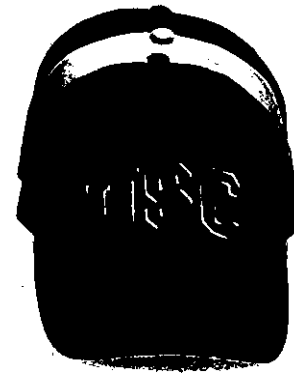
16C. Team Trojan stretch baseball cap. Gold, Stone, Black. One size. \$19.95



16D. Team Trojan vintage low profile cap. Cardinal, Black, Stone, Navy. One size. \$18.95



16E. Team Trojan SC Trojans low profile cap. Black, Stone, Cardinal. One size. \$18.95

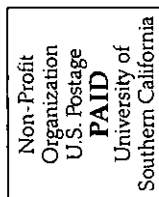


16F. Heritage arch USC cap. Cardinal Stone, Black. One size. \$17.95



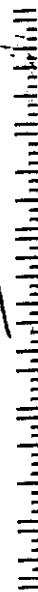
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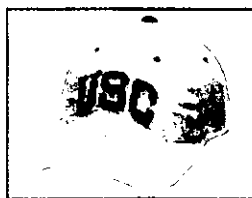
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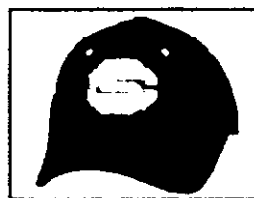
Grey Ghost
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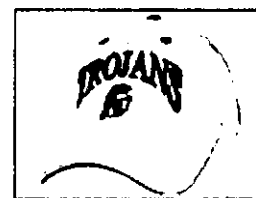
NCAA Easy Fitted
\$21.99 Fitted



DH
\$21.99 Fitted



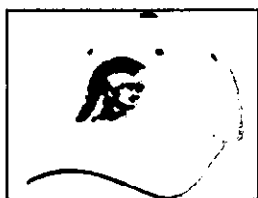
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\$21.99 Fitted



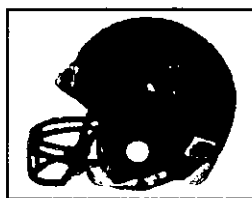
Coed
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DH
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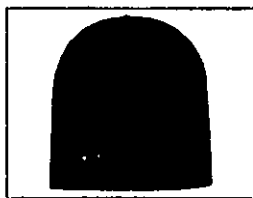
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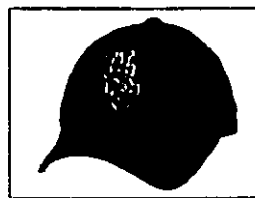
DH
\$21.99 Fitted



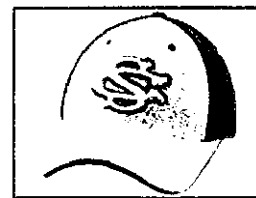
Superstar
\$21.99



2 Time Bang Bang
\$19.99



DH Z-Fit
\$21.99



Gray Ghost
\$21.99



Reverse Dunk Cap
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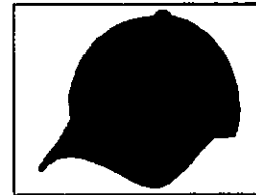
White One Fit
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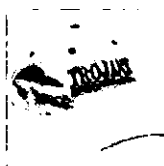
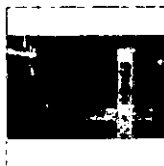
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John C. McElwaine
Matthew D. Patterson
Nelson Mullins Riley & Scarborough, L.L.P.
Liberty Building, Suite 500
Charleston, South Carolina 29401

Attorneys for Applicant University of South Carolina

Mandy Robertson-Bora

CERTIFICATE OF EXPRESS MAILING UNDER 37 § CFR 1.10

I hereby certify that on October 15, 2003, the attached **DECLARATION OF ELIZABETH A. KENNEDY IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT** (re Opposition No. 125,615) is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to:

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